

BULKY DOCUMENTS

(Exceeds 300 pages)

Proceeding/Serial No: 91177156

Filed: 07-16-2008

Title: Notice of Filing Testimony Deposition of

Scott Beck; with Exhibits 1-18 (Box 1)

Part 2 of 10



U.S. Trademark Opposition No. 91177156 H-D Michigan, Inc. v. Bryan Broehm Serial No. 78896325



Deposition of Scott Beck

Exhibit 6

Int. Cls.: 5, 6, 9, 11, 12, 14, 16, 18, 20, 21, 24, 25, 26 and 34

Prior U.S. Cls.: 2, 3, 8, 12, 13, 18, 19, 21, 22, 26, 28, 32, 38, 39, 40, 42, 44 and 50

Reg. No. 1,263,936

United States Patent and Trademark Office

Registered Jan. 17, 1984

TRADEMARK Principal Register



Harley-Davidson Motor Co., Inc. (Wisconsin corporation)
3700 W. Juneau Ave.
Milwaukee, Wis. 53208

For: FIRST AID KITS CONTAINING GENERAL PURPOSE FIRST AID SUPPLIES SUCH AS BANDAGES, BANDAGE COMPRESSORS, AMMONIA INHALANT, TOURNIQUETS, ANTI-BACTERIAL SOLUTIONS, BURN EMOLLIENT, AND PICRIC ACID GAUZE, in CLASS 5 (U.S. Cls. 18 and 44).

First use 1933; in commerce 1933.

For: OIL TANK TRIM, MEDALLIONS AND NON-LUMINOUS NON-MECHANICAL SIGNS MADE PRIMARILY OF METAL AND PLASTIC, in CLASS 6 (U.S. Cls. 12, 13 and 50).

First use Jun. 10, 1978; in commerce Jun. 10, 1978. For: SUNGLASSES, BATTERY CHARGERS, PROTECTIVE MOTORCYCLE CRASH HEL- METS AND LUMINOUS SIGNS, in CLASS 9 (U.S. Cls. 21 and 26).

First use 1933; in commerce 1933.

For: ELECTRIC LAMPS, in CLASS 11 (U.S. Cl. 21).

First use 1947; in commerce 1947.

For: MUD FLAPS, SISSY BARS, FUEL DOOR PLATES, OIL COOLER COVERS, AIR CLEAN-ERS, RADIO CADDIES, MOTORCYCLE TANK AND FENDER SETS, BUCKET SEATS, CLUTCH COVERS, LEATHER MOTORCYCLE BAGS AND MOTORCYCLES, in CLASS 12 (U.S. Cl. 19).

First use 1966; in commerce 1966.

For: JEWELRY—NAMELY, NECKLACES, RINGS, AND KEY FOBS, in CLASS 14 (U.S. Cl. 28).

First use Jul. 3, 1977; in commerce Jul. 3, 1977. For: POSTERS, PAPER DECALS AND PLAY-ING CARDS, in CLASS 16 (U.S. Cls. 22 and 38).

Opposition No. 91177156

Beck
H-D Michigan, Inc. v. Bryan Broehm
Opposer's Testimony Deposition
Exhibit No. 6

First use Feb. 15, 1978; in commerce Feb. 15, 1978.

For: WALLETS, in CLASS 18 (U.S. Cl. 3).

First use Nov. 4, 1977; in commerce Nov. 4, 1977. For: DECORATIVE WALL PLAQUES AND

MIRRORS, in CLASS 20 (U.S. Cls. 32 and 50). First use 1975; in commerce 1975.

For: MUGS AND INSULATED DRINKING STEINS, in CLASS 21 (U.S. Cl. 2).

First use 1975; in commerce 1975.

For: TOWELS, in CLASS 24 (U.S. Cl. 42).

First use Aug. 14, 1977; in commerce Aug. 14, 1977.

For: CLOTHING—NAMELY, T-SHIRTS, JACKETS, BLUE JEANS, SWEAT SHIRTS, UNDERWEAR, NIGHTSHIRTS, BANDANAS, HEADWEAR, SOCKS, BOOTS, CYCLE RIDING

SUITS, APRONS, BELTS AND SUSPENDERS, in CLASS 25 (U.S. Cl. 39).

First use Sep. 6, 1977; in commerce Sep. 6, 1977.

For: EMBROIDERED PATCHES, BELT
BUCKLES AND LAPEL, HAT AND STICK
PINS ALL OF NON-PRECIOUS METALS, in
CLASS 26 (U.S. Cls. 28 and 40).

First use 1936; in commerce 1936.

For: ASH TRAYS AND CIGARETTE LIGHTERS, in CLASS 34 (U.S. Cl. 8).

First use 1933; in commerce 1933.

Owner of U.S. Reg. Nos. 522,500, 1,078,871 others.

Ser. No. 335,963, filed Nov. 6, 1981 ...

DAVID C. REIHNER, Examining Attorney

Int. Cls.: 8, 9, 11, 12, 14, 16, 18, 20, 21, 24, 25, 26, 27, 28, 32 and 34

Prior U.S. Cls.: 2, 3, 8, 19, 21, 22, 23, 26, 27, 28, 29, 31, 32, 33, 35, 37, 38, 39, 40, 42, 48 and 50

United States Patent and Trademark Office Reg. No. 1,660,539
Reg. No. 1,660,539

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (DELAWARE COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: KNIVES; NAMELY, BUCK KNIVES, SPORTING AND HUNTING KNIVES, FOLDING POCKET KNIVES, KNIFE CASES THEREFOR, AND TOOL KITS COMPRISING WRENCHES AND PLIERS, IN CLASS 8 (U.S. CL. 23).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: SUNGLASSES, AND MOTORCYCLE PARTS; NAMELY, GAUGES, IGNITION MODULES, WIRING TURN SIGNALS, BATTERIES, CRUISE CONTROLS, AND VACUUM SWITCHES, IN CLASS 9 (U.S. CLS. 21 AND 26).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: FLASHLIGHTS, IN CLASS 11 (U.S. CL. 21).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: MOTORCYCLES AND MOTORCYCLE PARTS; NAMELY, HORNS, AIR CLEANERS, DRIVE BELTS, BELT GUARDS, BRAKES, BRAKE CALIPERS, BRAKE CONTROLS, CAM GEARS, CHAINS, CHOKES, DRIVE TRAINS, CLUTCHES AND CLUTCH CONTROLS, CON-NECTING RODS, ROCKER ARM COVERS, CRANKCASES, ENGINE CYLINDERS, EX-HAUST SYSTEM PARTS, FENDERS AND FENDER SUPPORTS, FLYWHEELS, BOARDS, FORKS, FORK ROCKERS, FRAME PARTS, FUEL TANKS, LEG GUARDS, GEAR SHIFTERS, HANDLEBARS, CYLINDER HEADS, MIRRORS, OIL FILTERS, OIL PUMPS, OIL TANKS, PUSH RODS, ROCKER ARMS, SEATS, SHOCK ABSORBERS, BACKRESTS, STABILIZER LINKS, TAPPETS, THROTTLE CONTROLS, VALVES, WHEELS, AND WIND-SHIELDS, IN CLASS 12 (U.S. CLS. 19, 23, 31 AND 35).

FIRST USE 0-0-1981; **COMMERCE** IN 0-0-1981.

FOR: ANKLE BRACELETS, BRACELETS, EARRINGS, NECKLACES, RINGS, TIE TACKS, WATCH BANDS, WATCHES, WALL CLOCKS, ORNAMENTAL LAPEL PINS, AND STICK PINS, IN CLASS 14 (U.S. CLS. 27 AND 28).

FIRST USE 0-0-1981; IN COMMERCE

0-0-1981.

FOR: BOOKS ABOUT MOTORCYCLES, CAL-ENDARS, DECALS, PENS, PHOTO ALBUMS, POSTERS, AND REMOVABLE TATTOOS. IN CLASS 16 (U.S. CLS. 37, 38 AND 50).

USE 0-0-1981; IN FIRST COMMERCE

0-0-1981.

HOLDERS FOR CANS IN THE FOR: NATURE OF A RUBBER CYLINDER, DUFFLE BAGS, GARMENT BAGS, KEY CASES, KEY FOBS, DENIM PURSES, SUITCASES, AND WALLETS, IN CLASS 18 (U.S. CLS. 3 AND 28). FIRST USE 0-0-1981; IN COMMERCE

0-0-1981. FOR: WALL MIRRORS AND

PLAQUES, IN CLASS 20 (U.S. CLS. 32 AND 50). USE 0-0-1981; IN COMMERCE

0-0-1981.

FOR: PEWTER DECANTERS, DRINKING MUGS, PEWTER GLASSES, DRINKING STEINS, SHAVING BRUSHES, SHAVING MUGS, AND CAN HOLDERS IN THE NATURE OF AN INSULATED RUBBER CYLINDER, IN CLASS 21 (U.S. CLS. 2, 29 AND 33).

FIRST USE 0-0-1981; IN COMMERCE

0-0-1981.

FOR: TOWELS, IN CLASS 24 (U.S. CL. 42). USE 0-0-1988; IN COMMERCE 0-0-1988.

FOR: BELTS, DECORATIVE BOOT STRAPS. LEATHER BANDANAS, BOOT TIPS, CHAPS, COVERALLS, DENIM PANTS, GLOVES, HALTER TOPS, HATS, CAPS, HEEL GUARDS, HEEL SPURS, JACKETS, NECKTIES, NIGHT GOWNS, NIGHT SHIRTS, PANTS, RAIN SUITS,

SHIRTS, SOCKS, SOLE PLATES, SUSPENDERS, SWEATERS, SWEATSHIRTS, TANK ATHLETIC SHOES, SHOES, BOOTS, T-SHIRTS, UNDERWEAR, VESTS, AND WRISTBANDS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: BELT BUCKLES NOT MADE OF PRE-CIOUS METAL, BOOT CHAINS, AND EMBROI-DERED PATCHES FOR CLOTHING, IN CLASS 26 (U.S. CL. 40).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: AUTOMOBILE FLOOR MATS, IN CLASS 27 (U.S. CL. 50).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: TOY TRUCKS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 0-0-1988; IN COMMERCE 0-0-1988.

FOR: BEER, IN CLASS 32 (U.S. CL. 48).

USE 2-0-1983; IN FIRST COMMERCE 2-0-1983.

FOR: LIGHTER HOLDERS, ASHTRAYS, CIG-ARETTE CASES, LIGHTER CASES, LIGHT-ERS, SNUFF CAN HOLDERS, ALL OF THE FOREGOING NOT BEING MADE OF PRE-CIOUS METAL, AND CIGARETTES, IN CLASS 34 (U.S. CLS. 2 AND 8).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

OWNER OF U.S. REG. NOS. 1,078,871, 1,205,380 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES", APART FROM THE MARK AS SHOWN.

SER. NO. 73-840,063, FILED 11-15-1989.

CHRIS A. F. PEDERSEN, EXAMINING ATTOR-

Prior U.S. Cl.: 40

United States Patent and Trademark Office

Reg. No. 1,711,882 Registered Sep. 1, 1992

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (WISCONSIN COR-PORATION) 3700 W. JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: EMBROIDERED PATCHES FOR CLOTHING, IN CLASS 26 (U.S. CL. 40).
FIRST USE 0-0-1977; IN COMMERCE 0-0-1977.

OWNER OF U.S. REG. NOS. 1,224,868, 1,316,538 AND OTHERS.

SER. NO. 74-217,057, FILED 10-28-1991.

COLLEEN SCHALLOCK, EXAMINING ATTORNEY

Int. Cls.: 41 and 42

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,660,205 Registered Dec. 10, 2002

SERVICE MARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, SUITE 400 ANN ARBOR, MI 48103

FOR: EDUCATION AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRESENTATIONS, EXHIBITIONS AND GUIDED INFORMATIONAL TOURS RELATED TO THE EXPERIENCE OF MOTORCYCLING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-31-1989; IN COMMERCE 12-31-1989.

FOR: RESTAURANT SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-19-1990; IN COMMERCE 7-19-1990.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES", APART FROM THE MARK AS SHOWN.

SN 76-043,893, FILED 5-8-2000.

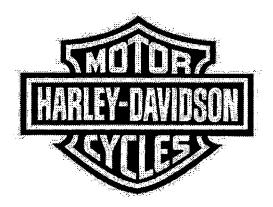
JENNIFER CHICOSKI, EXAMINING ATTORNEY

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,058,720 Registered Feb. 14, 2006

SERVICE MARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON STREET, SUITE 400 ANN ARBOR, MI 48103

FOR: RETAIL STORE SERVICES AND DISTRIBUTORSHIPS IN THE FIELDS OF MOTORCYCLES, MOTORCYCLE PARTS AND ACCESSORIES, FOOTWEAR, CLOTHING, JEWELRY, AND LEATHER GOODS; RENDERING TECHNICAL ASSISTANCE IN THE ESTABLISHMENT, OPERATION, AND BUSINESS PROMOTION OF RETAIL STORES; RETAIL STORE SERVICES IN THE FIELDS OF MOTORCYCLES, MOTORCYCLE PARTS AND ACCESSORIES, FOOTWEAR, CLOTHING, JEWELRY, AND LEATHER GOODS THEREFOR VIA A GLOBAL COMPUTER NETWORK; DEALERSHIPS

IN THE FIELDS OF MOTORCYCLES, MOTORCYCLE PARTS AND ACCESSORIES, FOOTWEAR, CLOTHING, JEWELRY, AND LEATHER GOODS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

OWNER OF U.S. REG. NO. 1,660,539.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES", APART FROM THE MARK AS SHOWN.

SER. NO. 78-415,181, FILED 5-7-2004.

LEIGH LOWRY, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,393,839

Registered Mar. 11, 2008

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORATION)

315 W. HURON, SUITE 400 ANN ARBOR, MI 48103

FOR: HOUSE MARK FOR A FULL LINE OF CLOTHING, FOOTWEAR AND HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

OWNER OF U.S. REG. NOS. 1,660,539, 3,185,946 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES", APART FROM THE MARK AS SHOWN.

SER. NO. 76-670,350, FILED 12-14-2006.

SANDRA MANIOS, EXAMINING ATTORNEY

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,571,032

Registered Dec. 12, 1989

Renewal Term Begins Dec. 12, 1999

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN COR-

H-D MICHIGAN, INC. (MICHIGAN COR-PORATION)
315 WEST HURON STREET, SUITE 400
ANN ARBOR, MI 48103, BY MERGER, BY CHANGE OF NAME, BY ASSIGN-MENT HARLEY-DAVIDSON, INC. (DELAWARE CORPORATION) MIL-WAUKEE, WI

OWNER OF U.S. REG. NOS. 1,205,380, 1,511,060 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLOTHES", APART FROM THE MARK AS SHOWN.

FOR: CLOTHING, NAMELY, JEANS, T-SHIRTS AND JACKETS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1988; IN COMMERCE 9-0-1988.

SER. NO. 73-782,613, FILED 2-22-1989.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Jan. 4, 2000.

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cls.: 12 and 25

Prior U.S. Cls.: 19 and 39

United States Patent and Trademark Office

Reg. No. 1,205,380 Registered Aug. 17, 1982

TRADEMARK Principal Register



Harley-Davidson Motor Co., Inc. (Wisconsin corporation)
3700 W. Juneau Ave.
Milwaukee, Wis. 53208

For: MOTORCYCLES, in CLASS 12 (U.S. Cl. 19).

First use Jun. 16, 1981; in commerce Jun. 16, 1981. For: CLOTHING—NAMELY, T-SHIRTS, in

CLASS 25 (U.S. Cl. 39).

First use Jun. 16, 1981; in commerce Jun. 16, 1981.

Ser. No. 320,531, filed Jul. 24, 1981.

SIDNEY I. MOSKOWITZ, Primary Examiner

Prior U.S. Cl.: 39

United States Patent and Trademark Office Registered Dec. 12, 1989

Reg. No. 1,571,032

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (DELAWARE COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: CLOTHING, NAMELY, JEANS, T-SHIRTS AND JACKETS, IN CLASS 25 (U.S. CL.

FIRST USE 9-0-1988; IN COMMERCE 9-0-1988.

OWNER OF U.S. REG. NOS. 1,205,380, 1,511,060 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLOTHES", APART FROM THE MARK AS SHOWN.

SER. NO. 782,613, FILED 2-22-1989.

MICHELLE S. WISEMAN, EXAMINING AT TORNEY

Int. Cls.: 37 and 42

Prior U.S. Cls.: 101 and 103

United States Patent and Trademark Office

Reg. No. 1,311,460 Registered Dec. 25, 1984

SERVICE MARK Principal Register



Harley-Davidson Motor Inc. corporation) P.O. Box 653 3700 W. Juneau Ave.

(Wisconsin Cl. 101).

> First use 1910; in commerce 1910. Owner of U.S. Reg. No. 1,205,380.

For: REPAIR AND SERVICING OF MOTOR-CYCLES, in CLASS 37 (U.S. Cl. 103).

Milwaukee, Wis. 53201

First use 1910; in commerce 1910. For: RETAIL STORE SERVICES IN THE FIELD OF MOTORCYCLES, in CLASS 42 (U.S.

Ser. No. 458,073, filed Dec. 22, 1983.

MARY E. HANNON, Examining Attorney

Int. Cls.: 6, 7, 9, 12, 14, 18 and 25

Prior U.S. Cls.: 1, 2, 3, 12, 13, 14, 19, 21, 22, 23, 25, 26, 27, 28, 31, 34, 35, 36, 38, 39, 41, 44 and 50

United States Patent and Trademark Office

Reg. No. 2,376,674 Registered Aug. 15, 2000

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORATION) 315 WEST HURON STREET, SUITE 400 ANN ARBOR, MI 48103

FOR: METAL LOCKS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 0-0-1996; IN COMMERCE 0-0-1996. FOR: MOTORCYCLE PARTS, NAMELY, SPARK PLUGS, IN CLASS 7 (U.S. CLS. 13, 19, 21, 23, 31, 34 AND 35).

FIRST USE 0-0-1997; IN COMMERCE 0-0-1997. FOR: OPTICAL AND SAFETY EQUIPMENT, NAMELY, SUNGLASSES AND MOTORCYCLE HELMETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1988; IN COMMERCE 0-0-1988. FOR: MOTORCYCLE PARTS, NAMELY MIRRORS, CHAINS, DRIVE BELTS MADE OF RUBBER, SWING ARM PIVOT COVERS, AXLE NUT COVERS, HAND-GRIPS, OIL PUMP COVERS, AIR CLEANER COVERS, DERBY COVERS, CALIPER COVERS, SEATS,

BRAKE PEDALS, MOTORCYCLE SADDLEBAGS, SADDLEBAG LINERS, TIMER COVERS AND FENDER TIPS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 0-0-1992; IN COMMERCE 0-0-1992. FOR: JEWELRY, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 0-0-1992; IN COMMERCE 0-0-1992. FOR: LEATHER GOODS, NAMELY TRAVELING BAGS AND SADDLERY, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-1990; IN COMMERCE 0-0-1990. FOR: LEATHER GLOVES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1990; IN COMMERCE 0-0-1990. OWNER OF U.S. REG. NO. 1,311,460.

SER. NO. 75-560,394, FILED 9-28-1998.

WON TEAK OH, EXAMINING ATTORNEY

Prior U.S. Cl.: 40

United States Patent and Trademark Office Registered Dec. 22, 1992

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (WISCONSIN COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: EMBROIDERED PATCHES AND BELT BUCKLES NOT OF PRECIOUS METALS, IN CLASS 26 (U.S. CL. 40).

FIRST USE 0-0-1977; IN COMMERCE 0-0-1977.

OWNER OF U.S. REG. NOS. 1,511,060, 1,660,539 AND OTHERS.

SER. NO. 74-256,622, FILED 3-18-1992.
EDWARD NELSON, EXAMINING ATTORNEY

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,511,060 Registered Nov. 1, 1988

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (DELAWARE COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: CLOTHING, NAMELY, BOOTS, SWEAT SHIRTS, JEANS, HATS, CAPS, SCARVES, MOTORCYCLE RIDING SUITS, NECK TIES, SHIRTS, T-SHIRTS, JACKETS, VEST, LADIES TOPS, BANDANAS, SCARVES AND SOX, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-6-1977; IN COMMERCE 9-6-1977.

OWNER OF U.S. REG. NOS. 1,205,380, 1,263,936 AND OTHERS.

SEC. 2(F).

SER. NO. 714,305, FILED 3-1-1988.

FRED MANDIR, EXAMINING ATTORNEY

Prior U.S. Cl.: 100

United States Patent and Trademark Office Registered Aug. 22, 1995

SERVICE MARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (WISCONSIN COR-PORATION) 3700 W. JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: RESTAURANT AND BAR SERVICES, IN CLASS 42 (U.S. CL. 100).

FIRST USE 7-0-1990; IN COMMERCE 7-0-1990. OWNER OF U.S. REG. NOS. 1,311,460, 1,741,456 AND OTHERS.

SER. NO. 74-555,030, FILED 7-29-1994.
CHERYL BUTLER, EXAMINING ATTORNEY

Int. Cls.: 6, 12, 14, 16, 18, 20, 21, 25, 26 and 34

Prior U.S. Cls.: 2, 3, 8, 19, 28, 32, 37, 39, 40 and 50

United States Patent and Trademark Office

Reg. No. 1,224,868 Registered Jan. 25, 1983

TRADEMARK Principal Register



Harley-Davidson Motor Co., Inc. (Wisconsin corporation)
3700 W. Juneau Ave.
Milwaukee, Wis. 53208

For: DECORATIVE ITEMS FOR MOTORCY-CLES—NAMELY, MEDALLIONS, in CLASS 6 (U.S. Cl. 50).

First use Oct. 1975; in commerce Oct. 1975.

For: VEHICLES—NAMELY, MOTORCYCLES AND MOTORCYCLE STRUCTURAL PARTS, AND DECORATIVE ITEMS FOR MOTORCYCLES—NAMELY, MOTORCYCLE COVERS

FOR ENGINE AND TRANSMISSION OPENINGS, AND FITTED MOTORCYCLE COVERS, in CLASS 12 (U.S. Cls. 19 and 50).

First use Jul. 1975; in commerce Jul. 1975.

For: KEY RING FOBS AND JEWELRY—NAMELY, NECKLACES, in CLASS 14 (U.S. Cl. 28).

First use Oct. 1975; in commerce Oct. 1975.

For: GENERAL PURPOSE DECALS, DECORATIVE ITEMS FOR MOTORCYCLES—NAMELY, DECALS, AND METALLIC FOIL DECALS, in CLASS 16 (U.S. Cl. 37).

First use Oct. 1975; in commerce Oct. 1975.

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For: WALLETS, in CLASS 18 (U.S. Cl. 3).
First use Oct. 1976; in commerce Oct. 1976.
For: MIRRORS AND DECORATIVE WALL
PLAQUES, in CLASS 20 (U.S. Cl. 32).
First use Oct. 1978; in commerce Oct. 1978.

For: DRINKING CUPS AND MUGS, in CLASS 21 (U.S. Cl. 2).

First use Oct. 1975; in commerce Oct. 1975.
For: CLOTHING—NAMELY, JACKETS, TSHIRTS, TANK TOPS, HALTERS, PANTIES,
SWEAT SHIRTS, BANDANNAS, HATS, CAPS,
BOOTS, AND MOTORCYCLE RIDING SUITS, in
CLASS 25 (U.S. Cl. 39).

First use Oct. 1975; in commerce Oct. 1975. For: BELT BUCKLES AND STICK, LAPEL, AND HAT PINS, ALL OF NONPRECIOUS MET-ALS, AND DECORATIVE CLOTH PATCHES, in CLASS 26 (U.S. Cls. 28 and 40).

First use Oct. 1975; in commerce Oct. 1975. For: CIGARETTE LIGHTERS, in CLASS 34 (U.S. Cl. 8).

First use Oct. 1978; in commerce Oct. 1978.

Ser. No. 332,012, filed Oct. 13, 1981.

DAVID C. REIHNER, Examining Attorney

(2) BACK

Int. Cls.: 18 and 25

Prior U.S. Cls.: 1, 2, 3, 22, 39 and 41

Reg. No. 2,406,156

United States Patent and Trademark Office

Registered Nov. 21, 2000

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORATION) 315 W. HURON ST., SUITE 400 ANN ARBOR, MI 48103

FOR: TRAVEL BAGS, HANDBAGS, PURSES AND LUGGAGE, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-1989; IN COMMERCE 0-0-1989. FOR: JACKETS, SHIRTS, SKIRTS, GLOVES, VESTS, CHAPS, MITTENS, SCARVES, BOOTS, SHOES, CAPS, HATS, BELTS, BOOTSTRAPS, PANTS, PAJAMAS, NIGHTGOWNS, LADIES' HALTER TOPS, BANDANAS, RAIN SUITS, NECKTIES, JEANS, UNDERWEAR, COATS, AND SWEATERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1989, IN COMMERCE 0-0-1989. OWNER OF U.S. REG. NOS. 1,234,404, 2,011,337 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLOTHES", APART FROM THE MARK AS SHOWN.

THE LINING SHOWN IN THE DRAWING IS A FEATURE OF THE MARK AND IS NOT INTENDED TO INDICATE COLOR.

SER. NO. 75-865,882, FILED 12-7-1999.

JOHN MARSH JR., EXAMINING ATTORNEY

Prior U.S. Cl.: 39

United States Patent and Trademark Office Registered May 30, 1989

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (DELAWARE COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: CLOTHING, NAMELY, BOOTS, SWEAT SHIRTS, JEANS, HATS, CAPS, SCARVES, MOTORCYCLE RIDING SUITS, NECK TIES, SHIRTS, T-SHIRTS, HEAD BANDS, JACKETS, VESTS, LADIES UNDERWEAR AND TOPS,

BANDANAS, SCARVES AND SOCKS, IN CLASS 25 (U.S. CL. 39).
FIRST USE 1-0-1983; IN COMMERCE 1-0-1983.
OWNER OF U.S. REG. NOS. 1,205,380, 1,263,936 AND OTHERS.

SER. NO. 724,808, FILED 4-26-1988.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

Prior U.S. Cls.: 37, 39, 40, 42, and 50

Reg. No. 2,725,495

United States Patent and Trademark Office

Registered June 10, 2003

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, #400 ANN ARBOR, MI 48103

FOR: ORNAMENTS FOR CLOTHING NOT OF PRECIOUS METAL, BELT BUCKLES NOT OF PRECIOUS METAL, EMBROIDERY, BUTTONS, SLIDE FASTENERS, PINS OTHER THAN JEWELRY, BADGES, MEDALLIONS, EMBROIDERED PATCHES, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 1-31-2002; IN COMMERCE 1-31-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES", "1903" OR "2003", APART FROM THE MARK AS SHOWN.

SN 76-304,736, FILED 8-24-2001.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50

United States Patent and Trademark Office

Reg. No. 2,834,098 Registered Apr. 20, 2004

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, SUITE 400 ANN ARBOR, MI 48103

FOR: MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-31-2002; IN COMMERCE 7-31-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SHERIFF", APART FROM THE MARK AS SHOWN.

SER. NO. 76-517,733, FILED 5-9-2003.

Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 2,834,099

United States Patent and Trademark Office

Registered Apr. 20, 2004

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, SUITE 400 ANN ARBOR, MI 48103

FOR: ORNAMENTAL PINS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 7-31-2002; IN COMMERCE 7-31-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SHERIFF" , APART FROM THE MARK AS SHOWN.

SER. NO. 76-517,734, FILED 5-9-2003.

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office Reg. No. 2,834,100
Registered Apr. 20, 2004

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, SUITE 400 ANN ARBOR, MI 48103

FOR: SHIRTS, T-SHIRTS, CAPS, HATS, JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-31-2002; IN COMMERCE 7-31-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SHERIFF", APART FROM THE MARK AS SHOWN.

SER. NO. 76-517,735, FILED 5-9-2003.

Int. Cls.: 16, 25, 26 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 40, 42,

50, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,230,532 Registered Mar. 9, 1999

TRADEMARK SERVICE MARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 WEST HURON STREET, SUITE 400 ANN ARBOR, MI 48103

FOR: MOTORCYCLING RELATED MAGAZINES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-1-1992; IN COMMERCE 1-1-1992.

FOR: T-SHIRTS, CAPS, SWEAT PANTS, SWEAT SHIRTS, SWEAT SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: BELT BUCKLES NOT OF PRECIOUS METAL, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 1-1-1987; IN COMMERCE 1-1-1987.

FOR: TRAINING IN THE USE AND OPERATION OF POLICE MOTORCYCLES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-1-1992; IN COMMERCE 1-1-1992.

OWNER OF U.S. REG. NOS. 508,160, 1,511,060 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOTORCYCLES" AND

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Prior U.S. Cls.: 37, 39, 40, 42 and 50

Reg. No. 2,868,755

United States Patent and Trademark Office

Registered Aug. 3, 2004

TRADEMARK PRINCIPAL REGISTER



H-D MICHIGAN, INC. (MICHIGAN CORPORA-TION) 315 W. HURON, #400 ANN ARBOR, MI 48103

FOR: BELT BUCKLES NOT OF PRECIOUS METAL, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 7-31-2002; IN COMMERCE 7-31-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE DESIGN OF THE MALTESE CROSS AND THE DESIGNS OF THE FIREFIGHTING EQUIPMENT AND "FIREFIGHTER", APART FROM THE MARK AS SHOWN.

SER. NO. 76-517,732, FILED 5-9-2003.

Int. Cls.: 9, 18, and 25

Prior U.S. Cls.: 3, 26, and 39

United States Patent and Trademark Office Registered May 19, 1992

TRADEMARK PRINCIPAL REGISTER



HARLEY-DAVIDSON, INC. (DELAWARE COR-PORATION) 3700 WEST JUNEAU AVENUE MILWAUKEE, WI 53208

FOR: WIND FLOW DIRECTION, SUNGLASS-ES AND PROTECTIVE MOTORCYCLE HEL-METS, IN CLASS 9 (U.S. CL. 26).

FIRST USE 8-0-1991; IN COMMERCE 8-0-1991.

FOR: WALLETS, PURSES, IN CLASS 18 (U.S.

CL. 3).
FIRST USE 8-0-1991; IN COMMERCE

8-0-1991.

FOR: CLOTHING; NAMELY, JACKETS, SHIRTS, SKIRTS, GLOVES, VESTS, CHAPS, MITTENS, SCARVES, BOOTS, SHOES, CAPS, HATS, SWEAT PANTS, SWEATSHIRTS, TSHIRTS, SLEEPWEAR, LADIES' HALTER TOPS, BANDANAS, RAINSUITS, SOCKS, SUS-

PENDERS, NECKTIES, JEANS, UNDERWEAR, COATS, SWEATERS, AND CHILDREN'S WEAR, NAMELY, SHIRTS, T-SHIRTS, SWEAT-SHIRTS, AND JACKETS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 8-0-1991; IN COMMERCE 8-0-1991.

OWNER OF U.S. REG. NO. 1,450,348 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "USA", APART FROM THE MARK AS SHOWN.

THE LINING SHOWN IN THE DRAWING IS A FEATURE OF THE MARK AND NOT INTENDED TO INDICATE COLOR.

SN 74-012,775, FILED 12-20-1969.

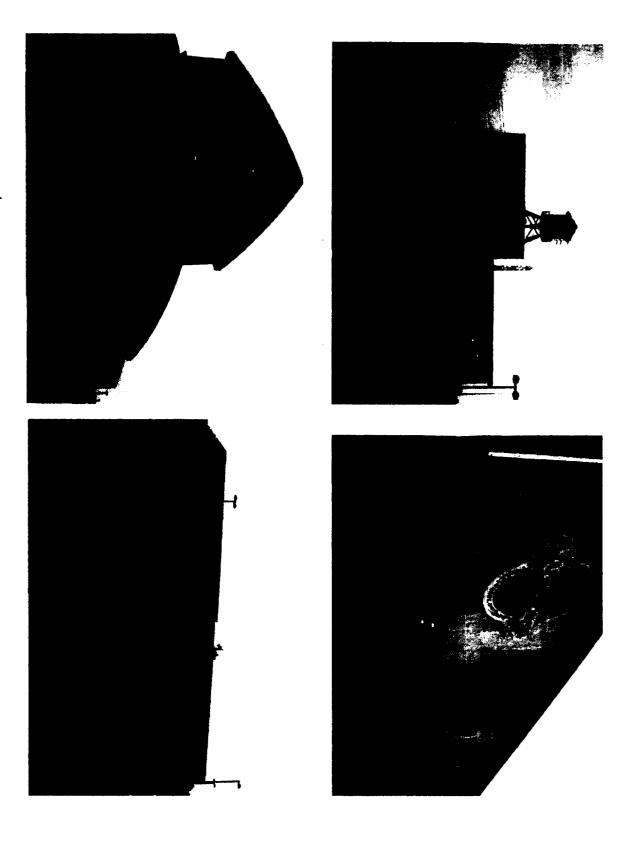
RUSS HERMAN, EXAMINING ATTORNEY

U.S. Trademark Opposition No. 91177156 H-D Michigan, Inc. v. Bryan Broehm Serial No. 78896325



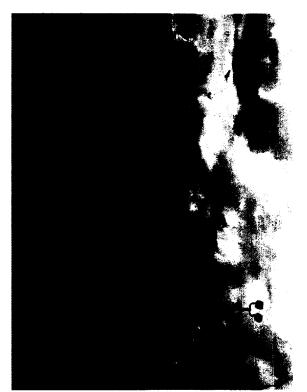
Deposition of Scott Beck

Exhibit 10



Opposition No. 91177156 Beck H-D Michigan, Inc. v. Bryan Broehm Opposer's Testimony Deposition Exhibit No. 10 6-13-08 MEF

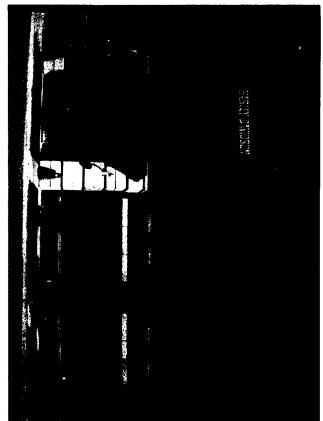


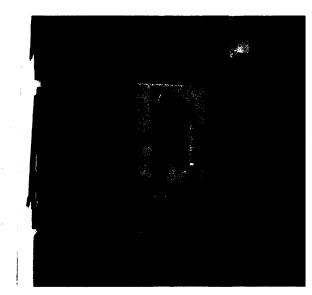


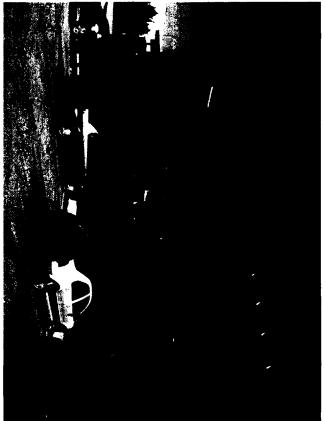












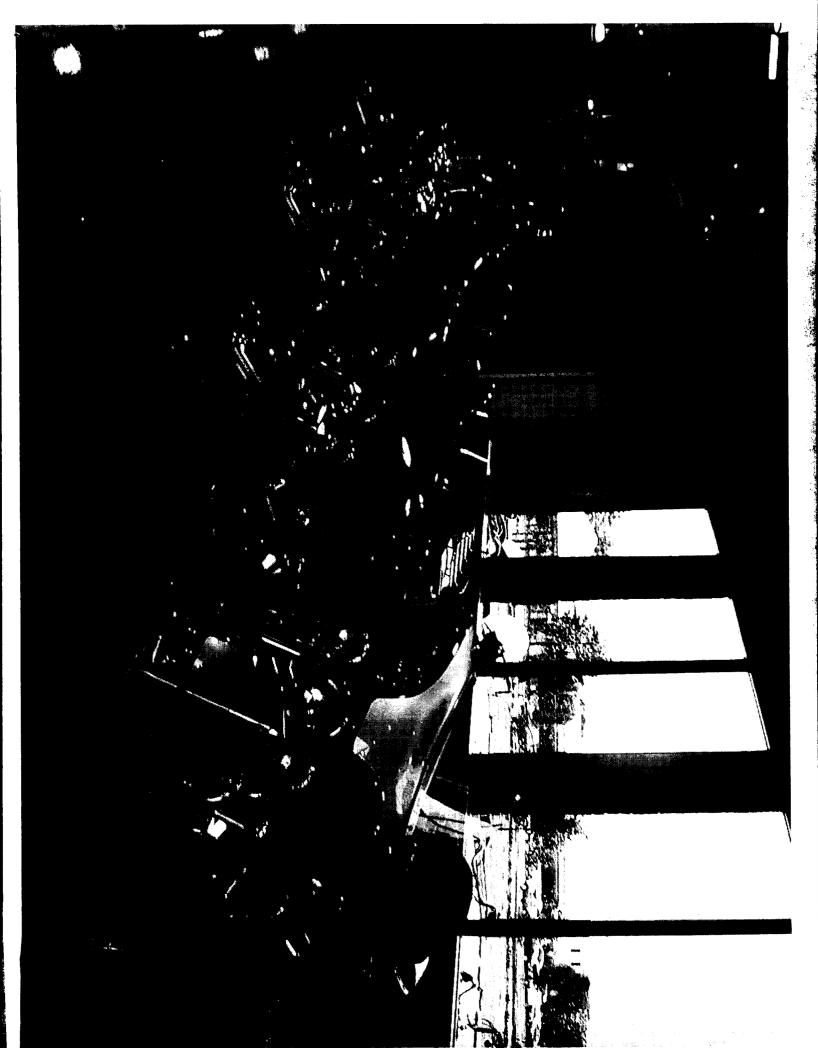
Elk River, MN - 2000



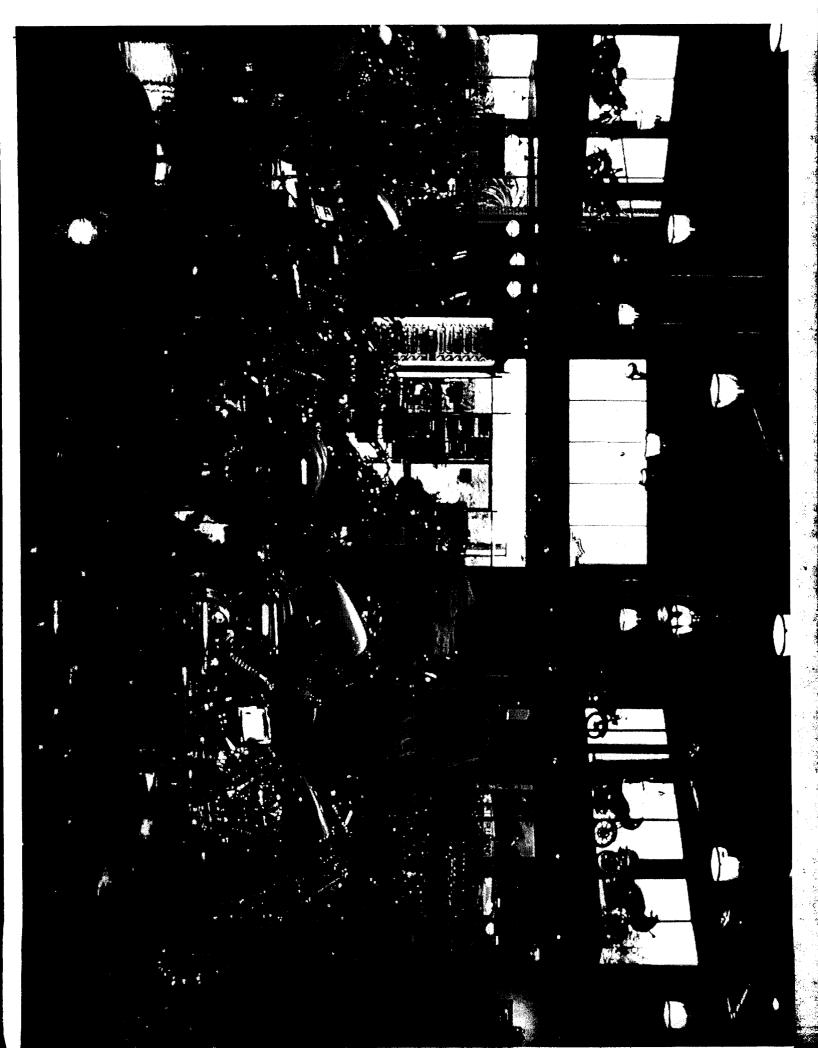




Sarasota, FL - 2000









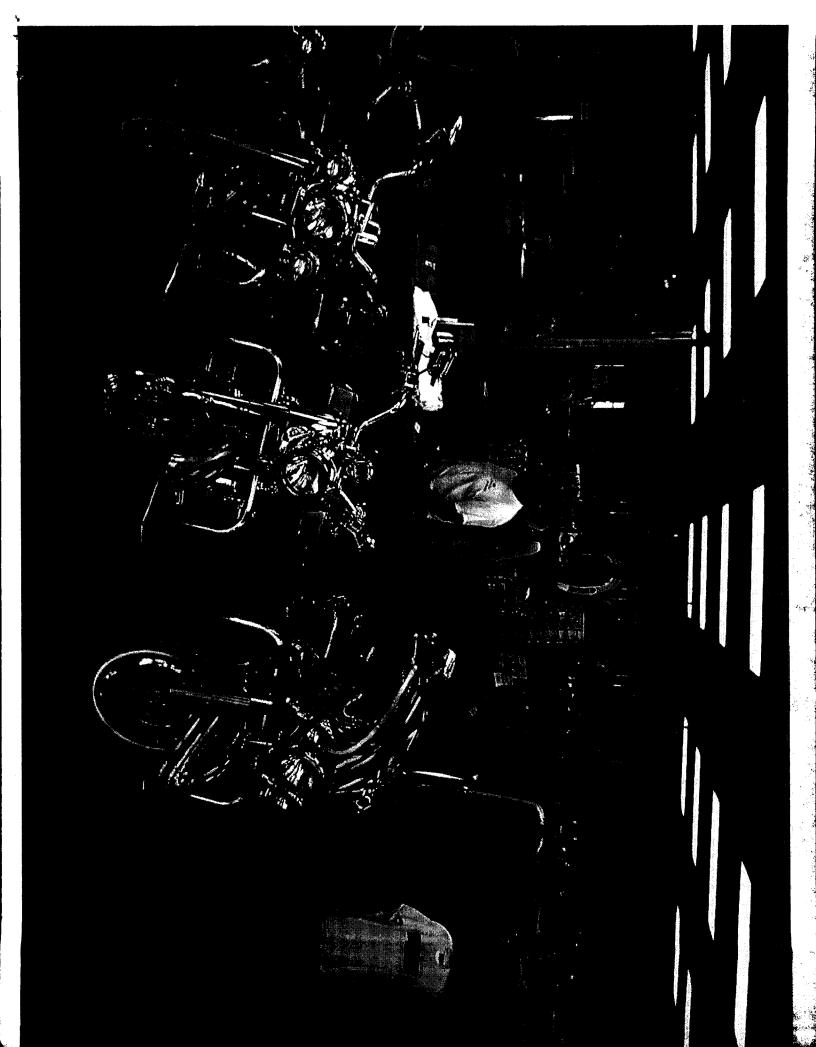
Yuma, AZ - 2002

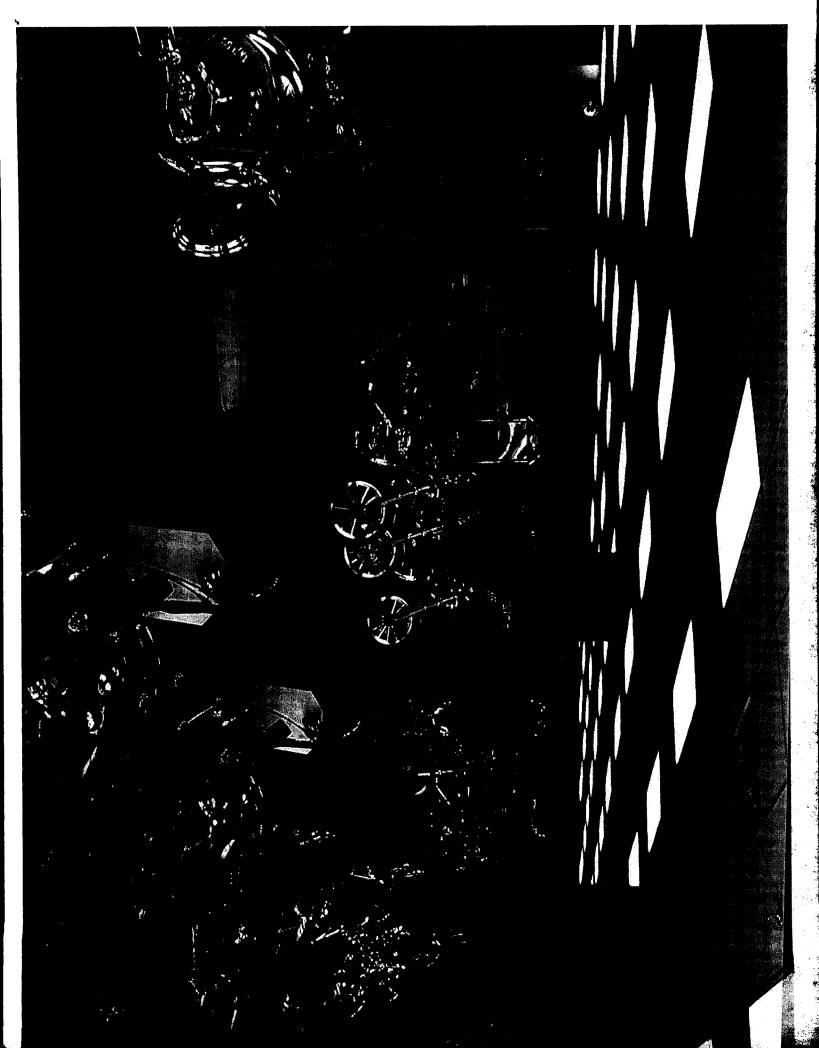




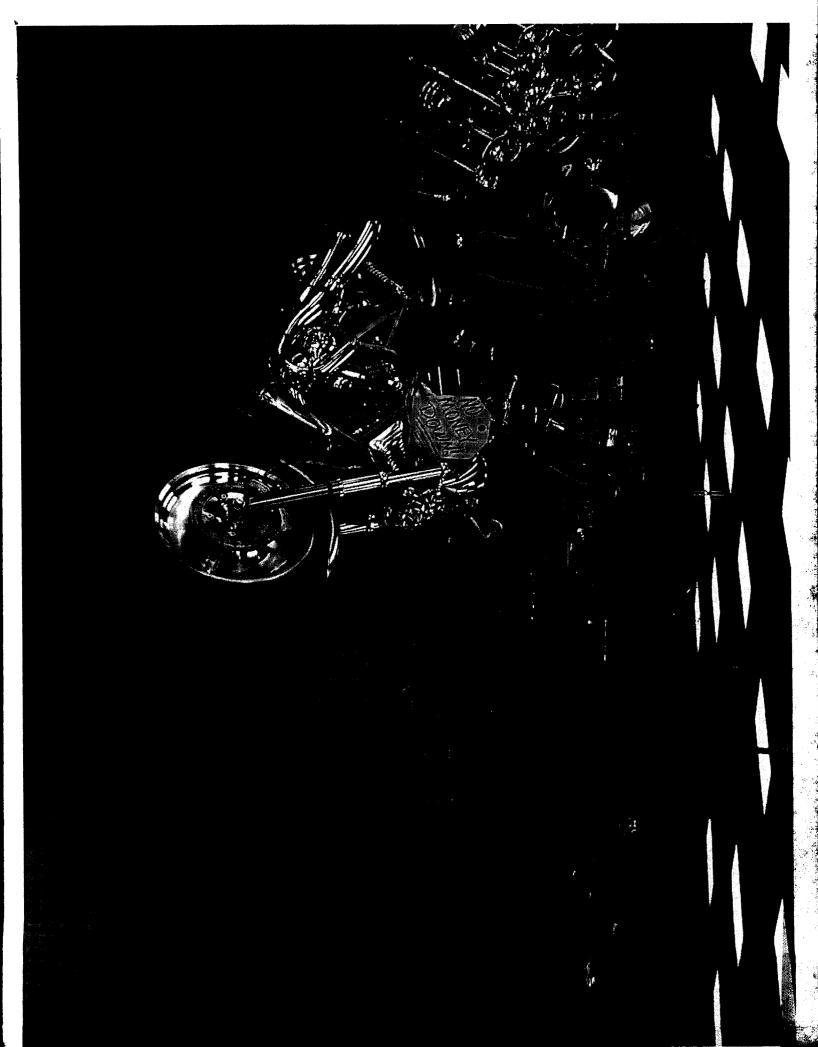


Cincinnati, OH - 2003

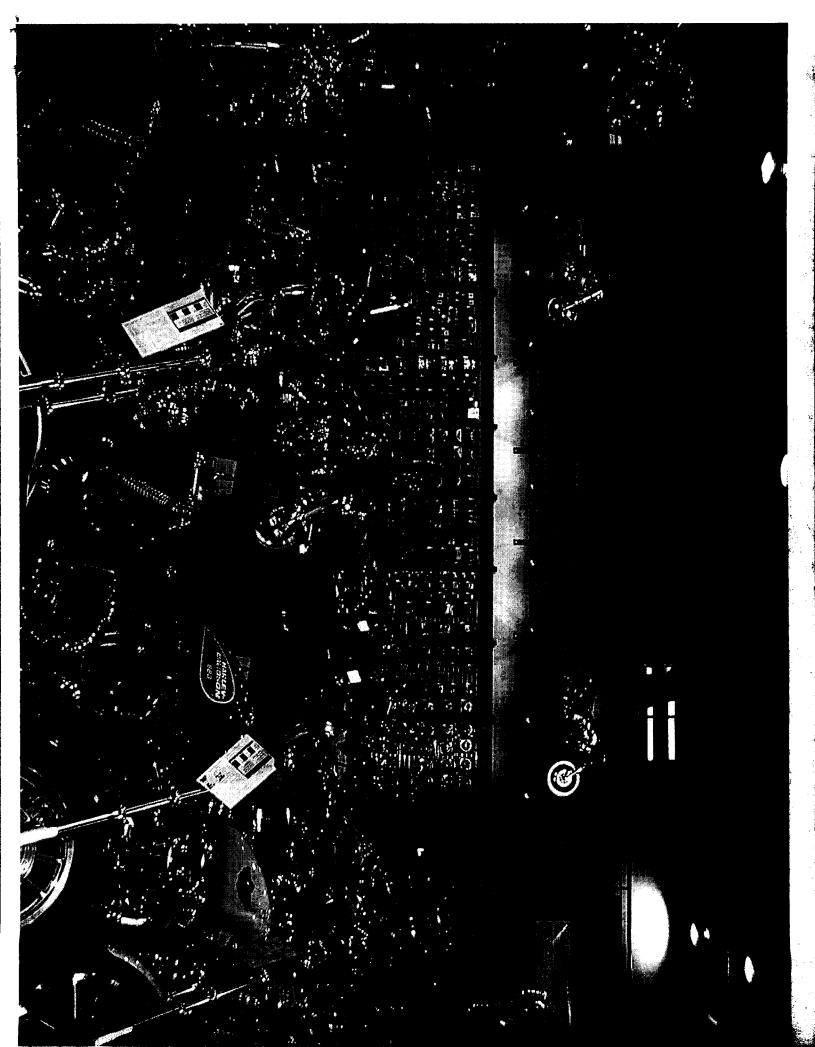


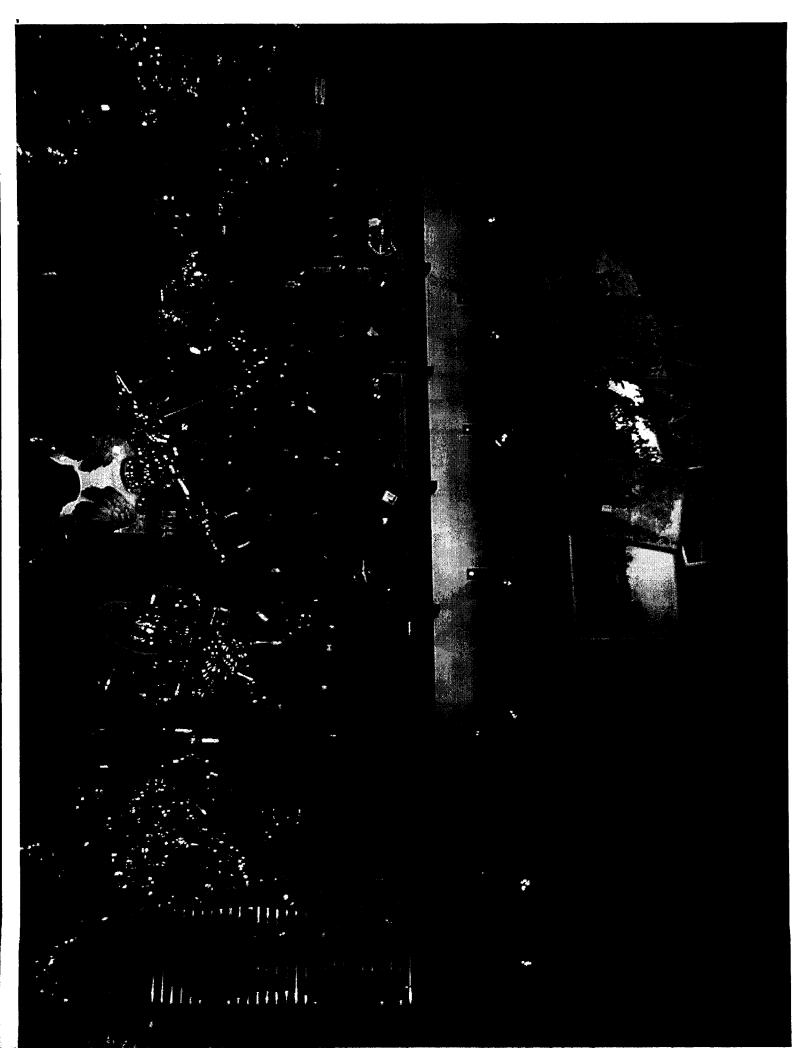


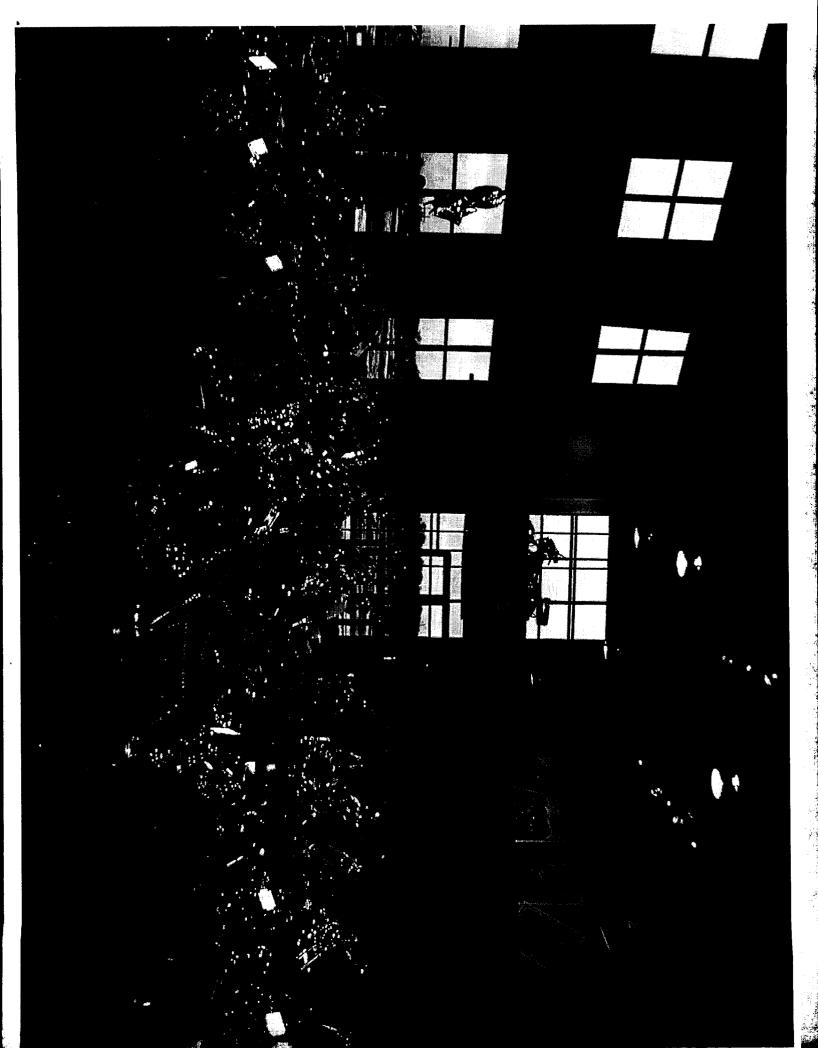




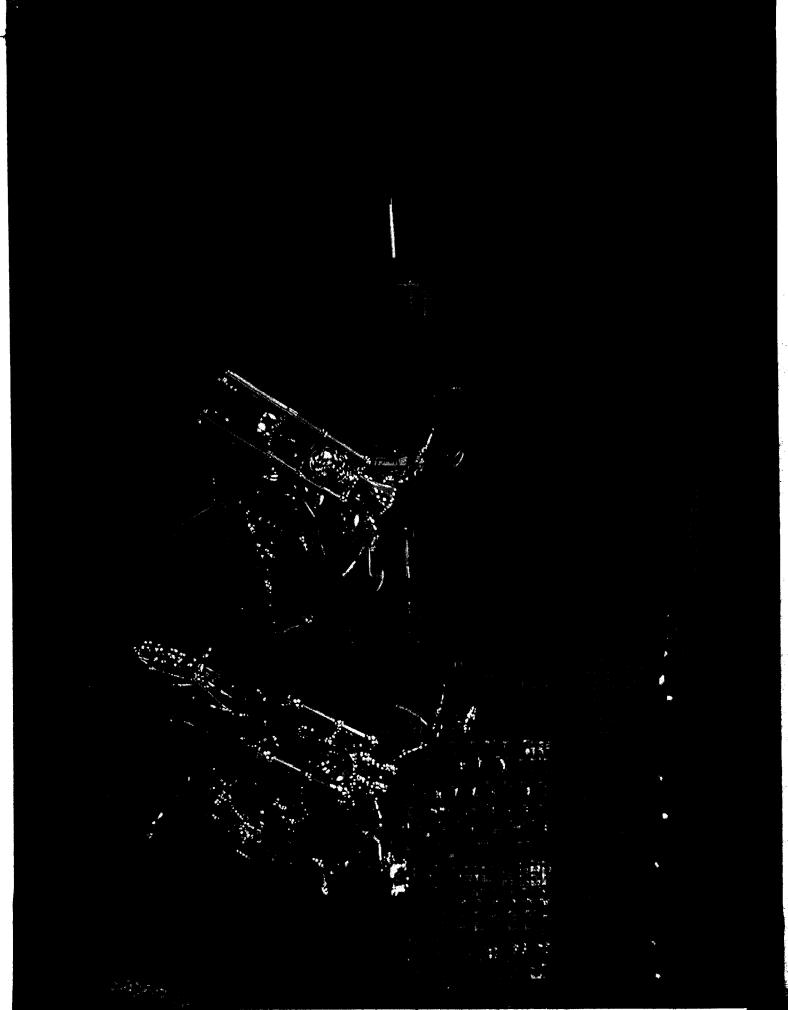
Faribault, MN - 2003

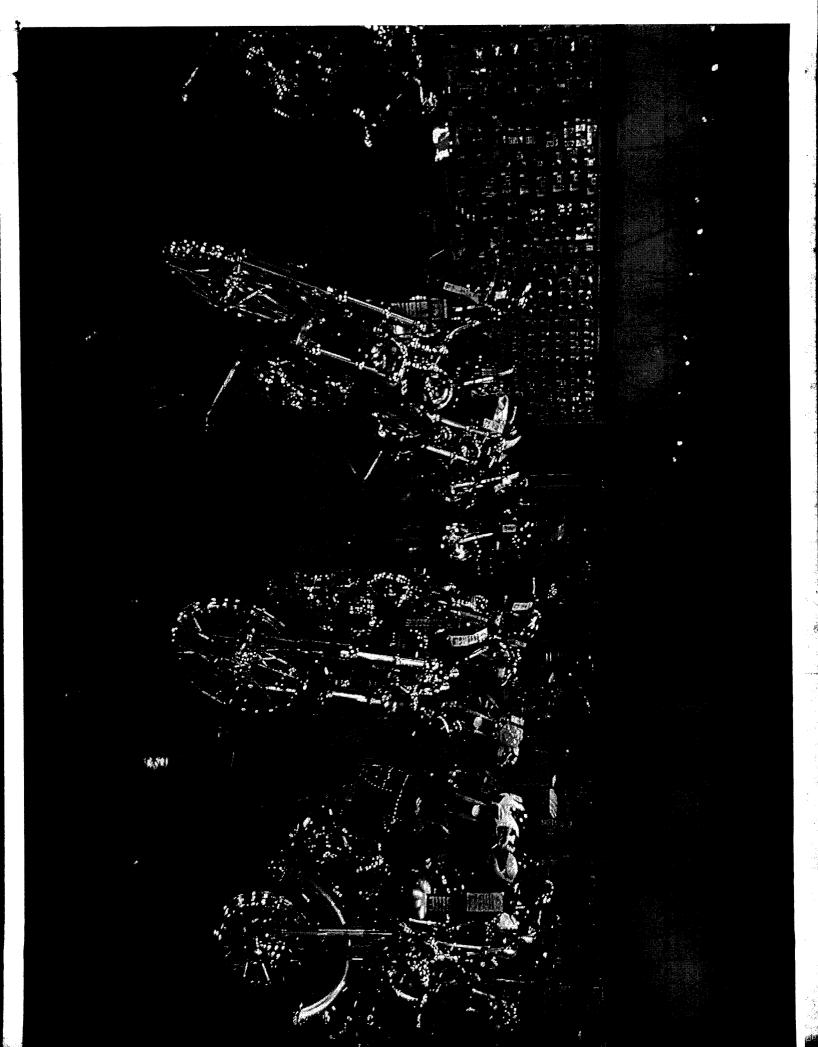


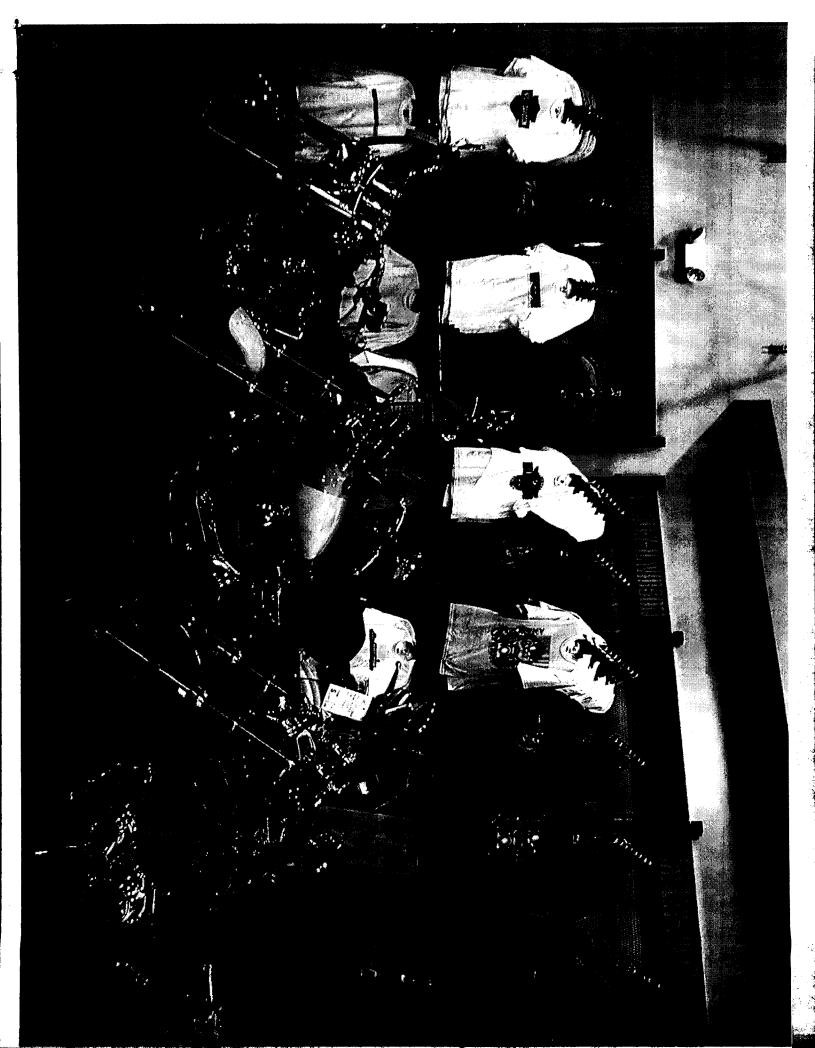




Nashua, NH - 2003

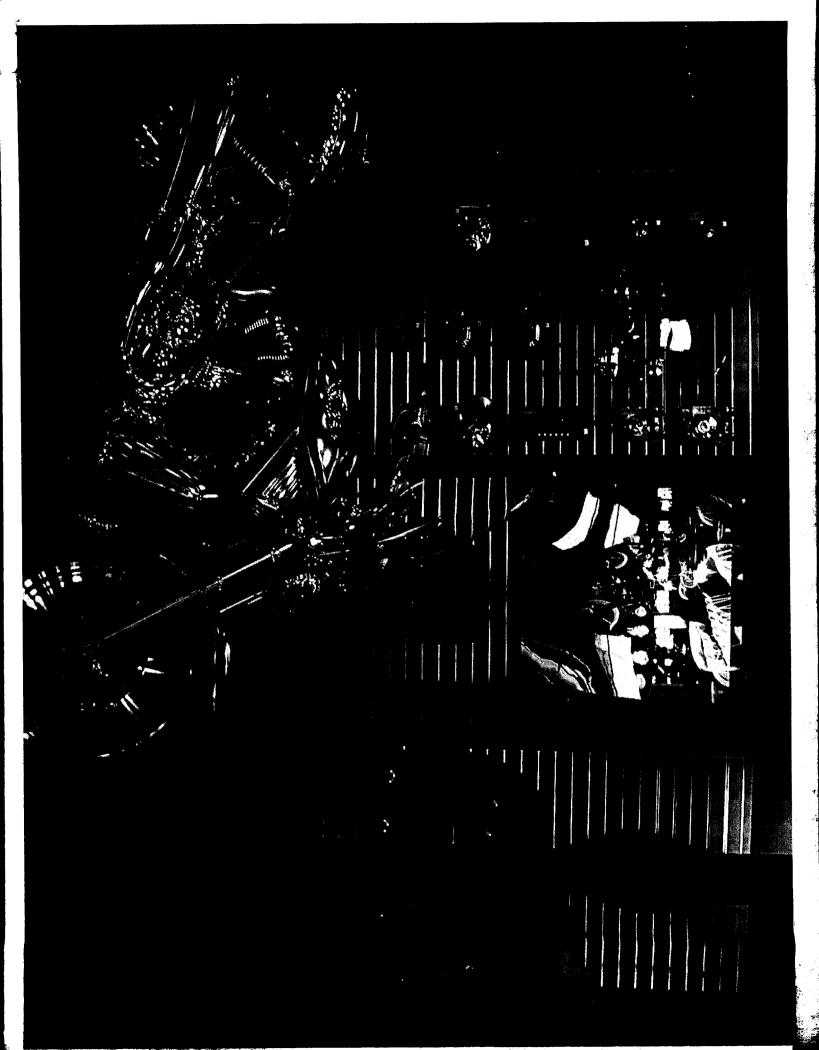








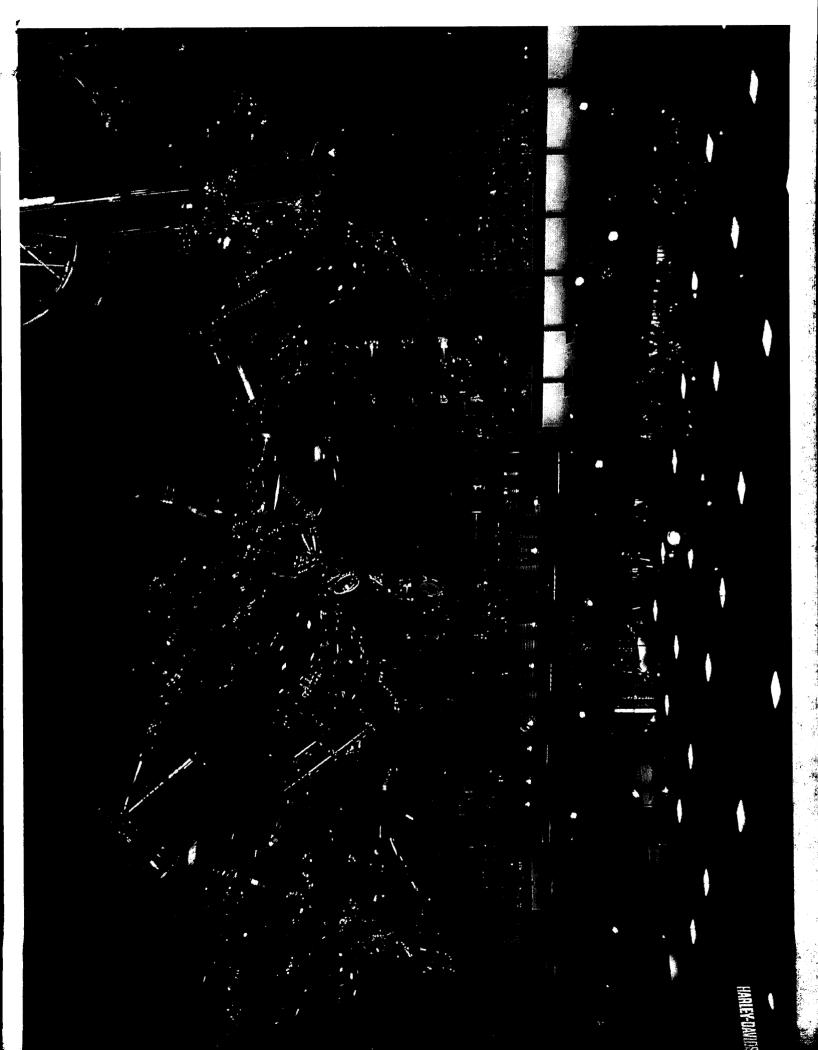
Sandusky, OH - 2003



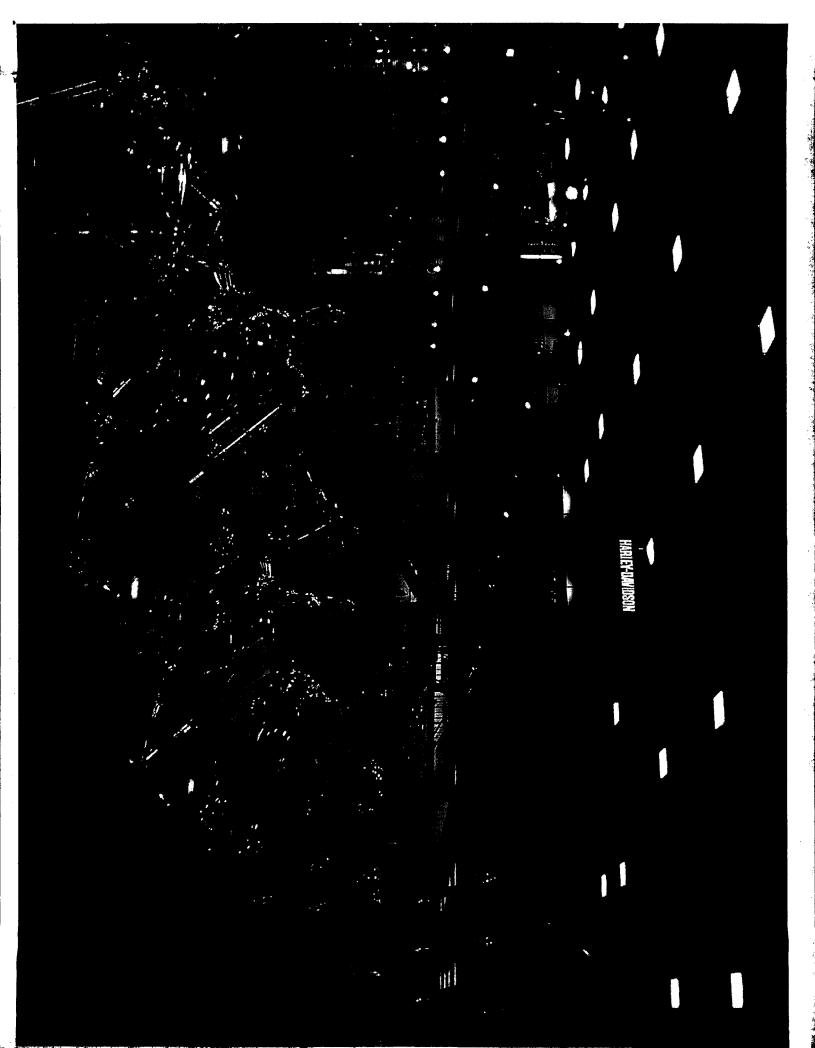




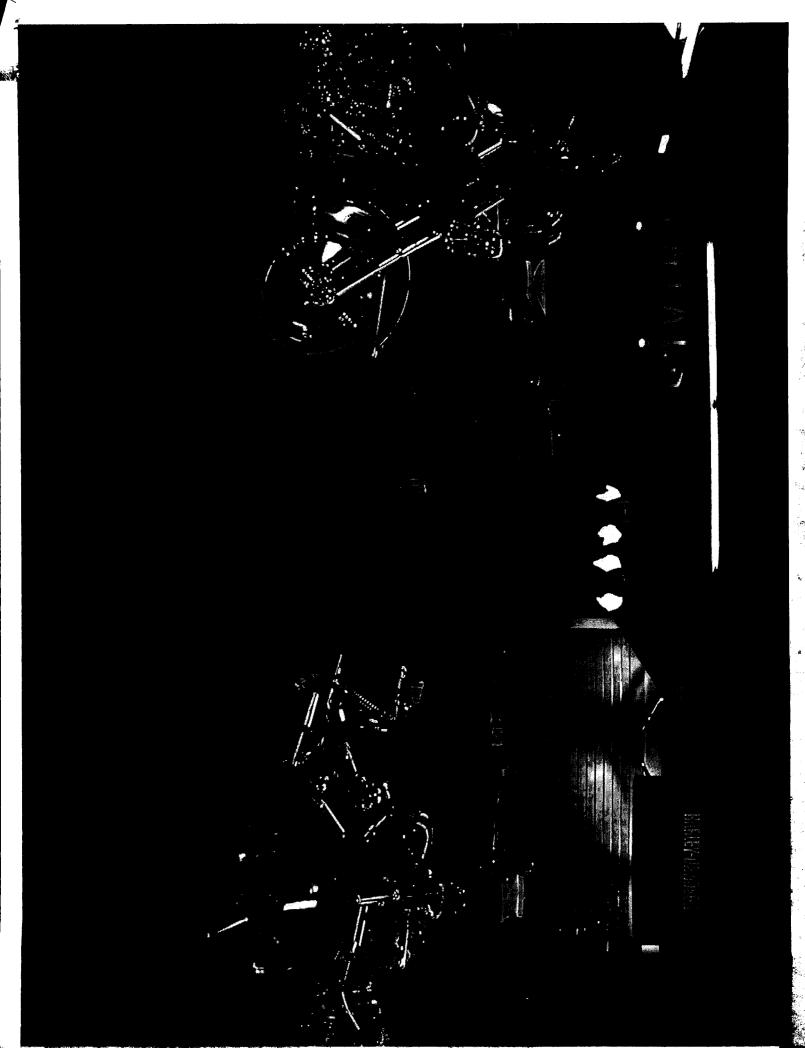
Birmingham, AL - 2004







Boerne, TX - 2004

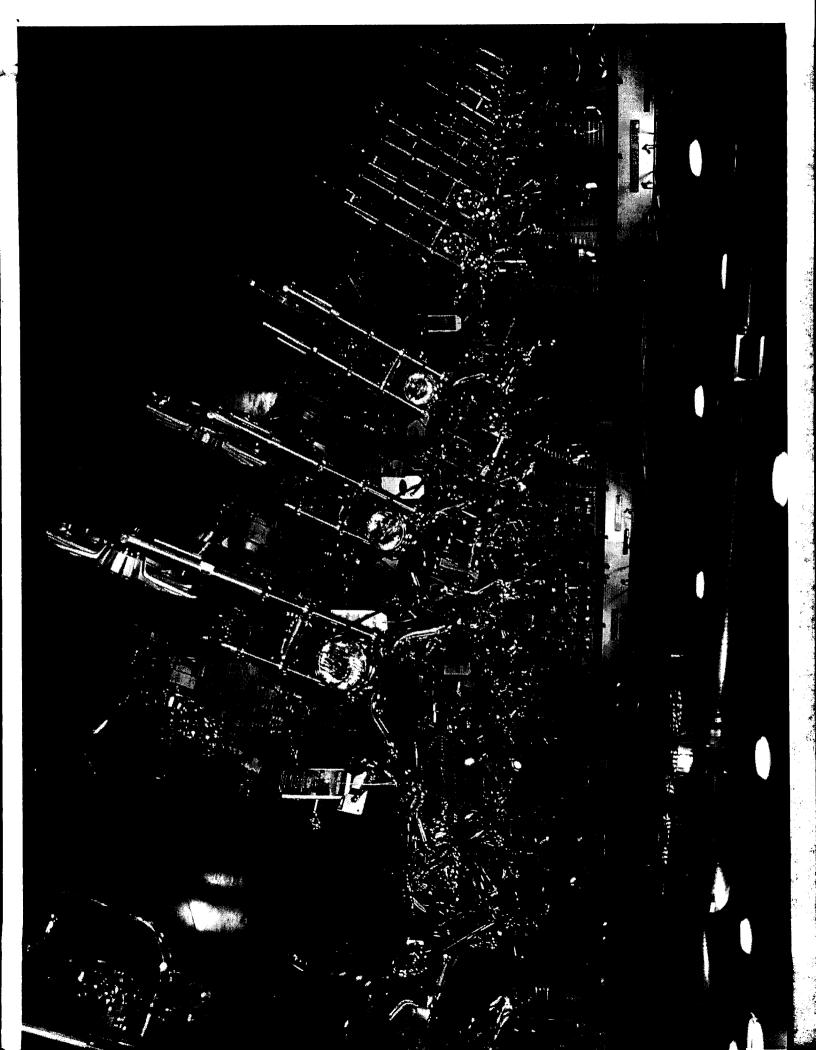




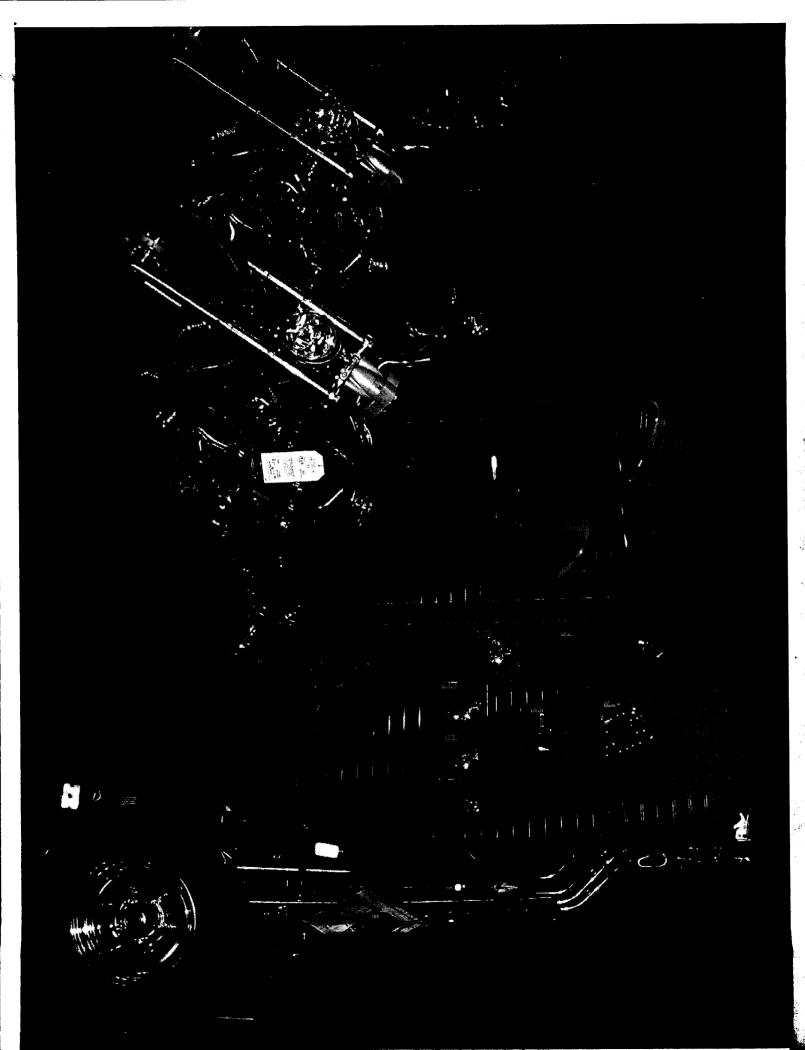




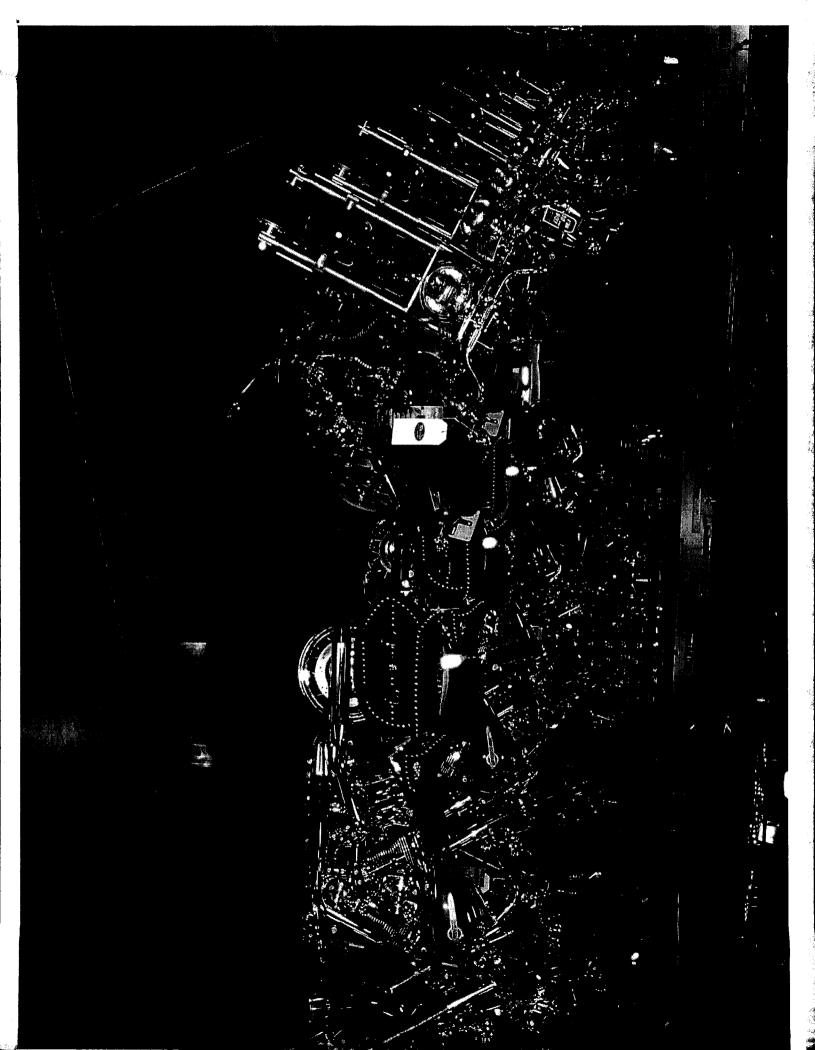
Toledo, OH - 2004



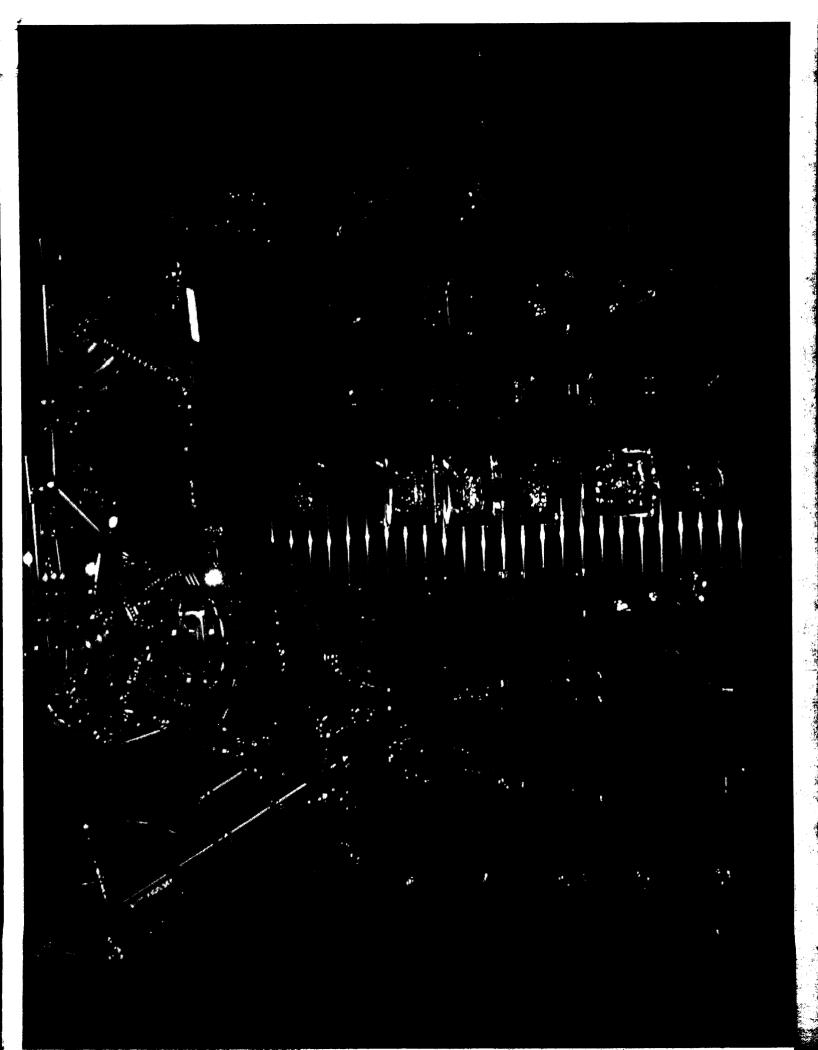


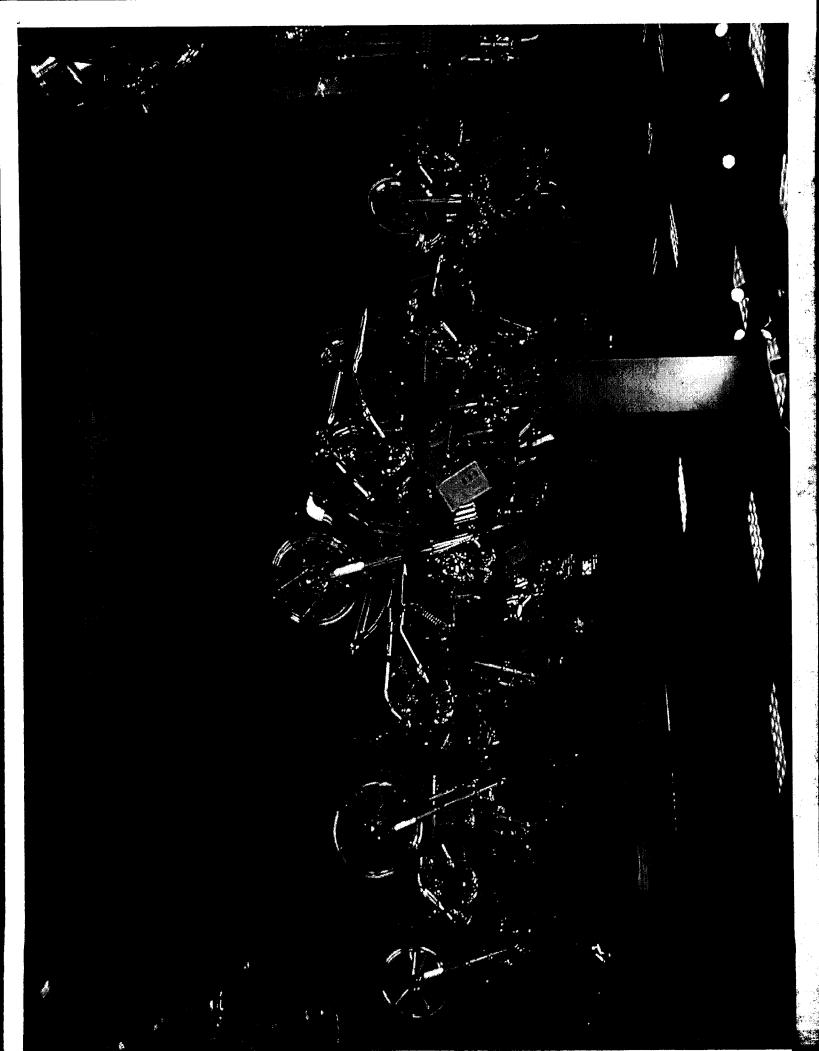


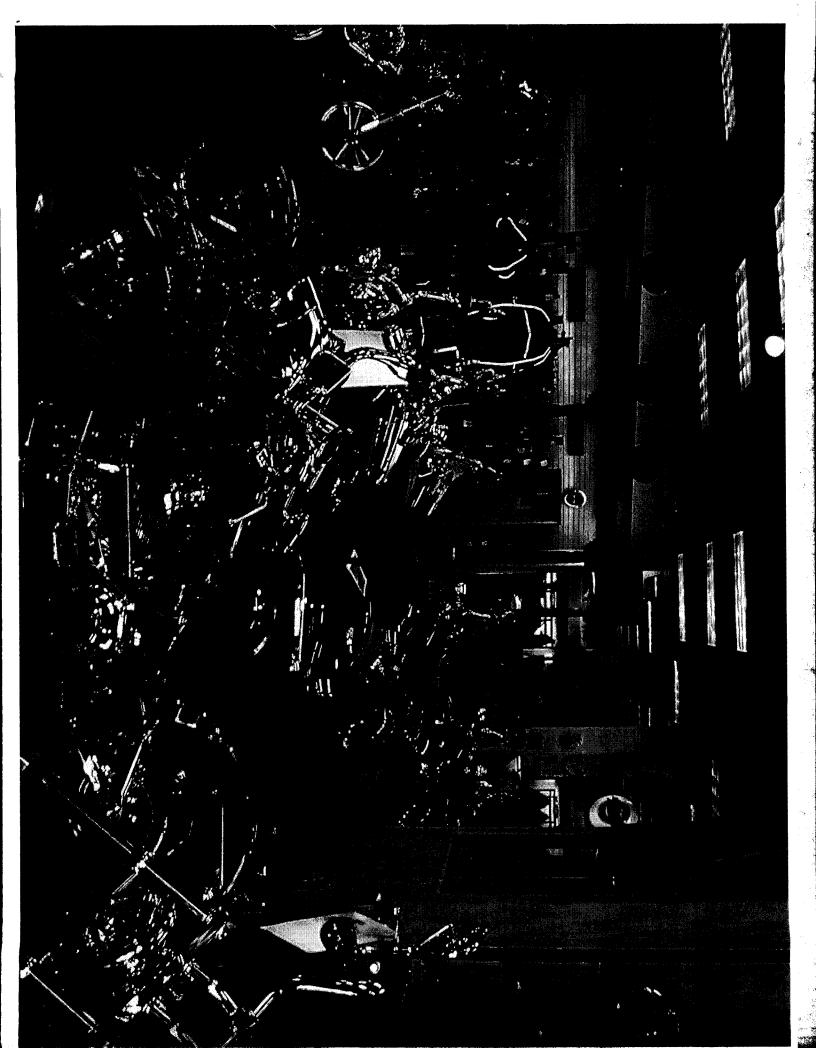




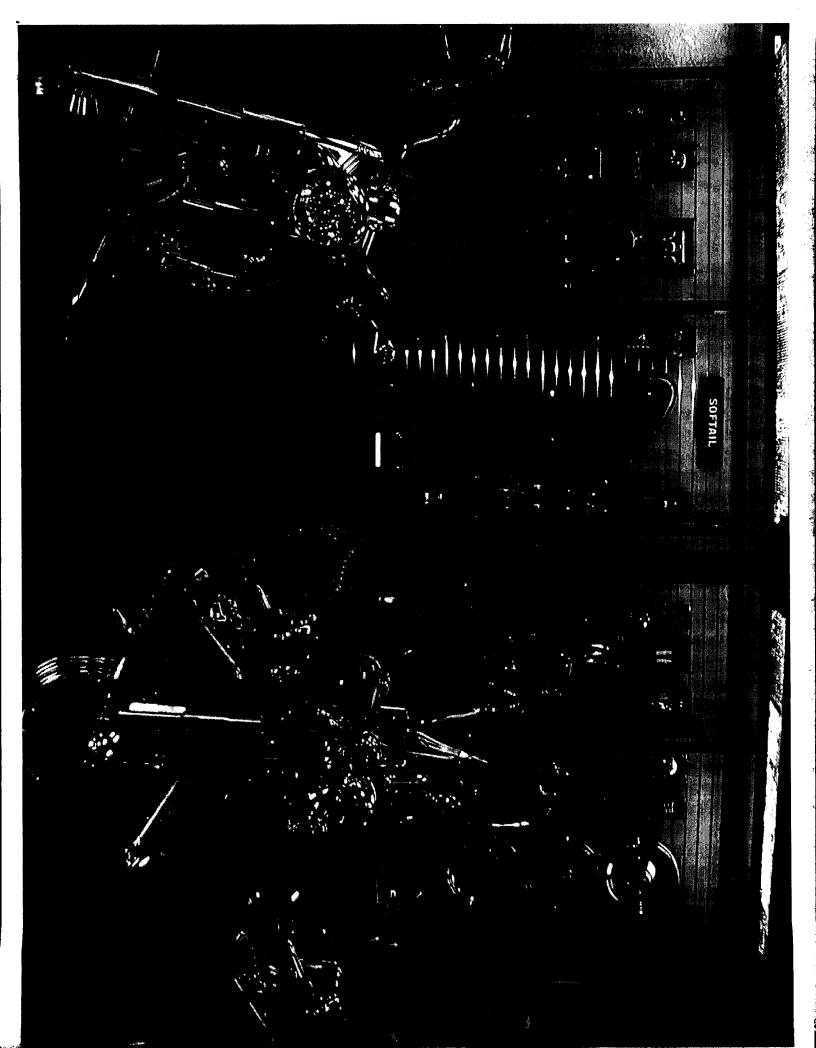
Mesa, AZ - 2005



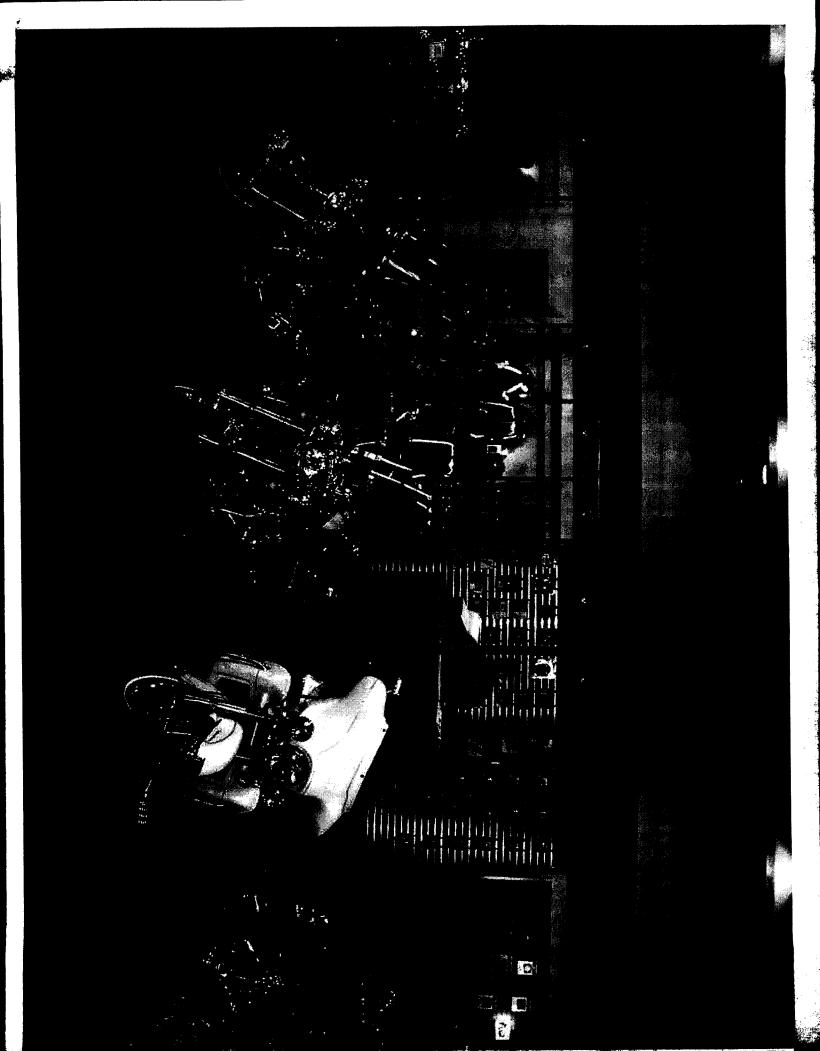








Missoula, MT - 2005



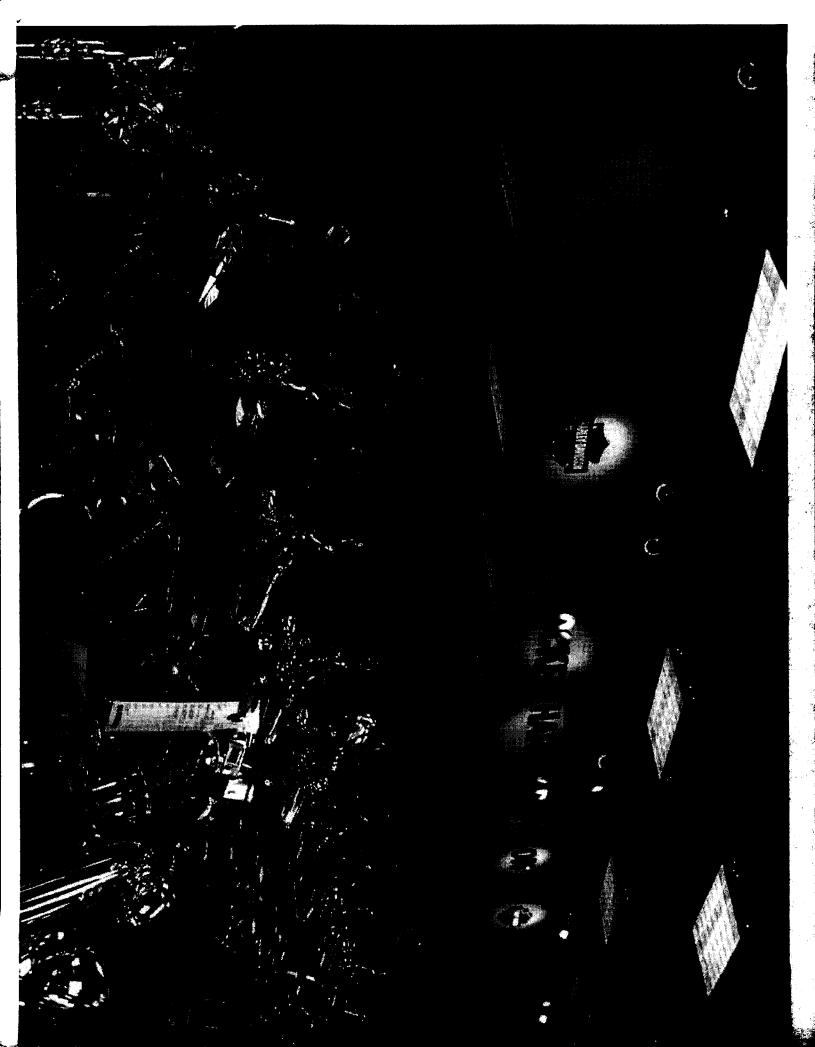




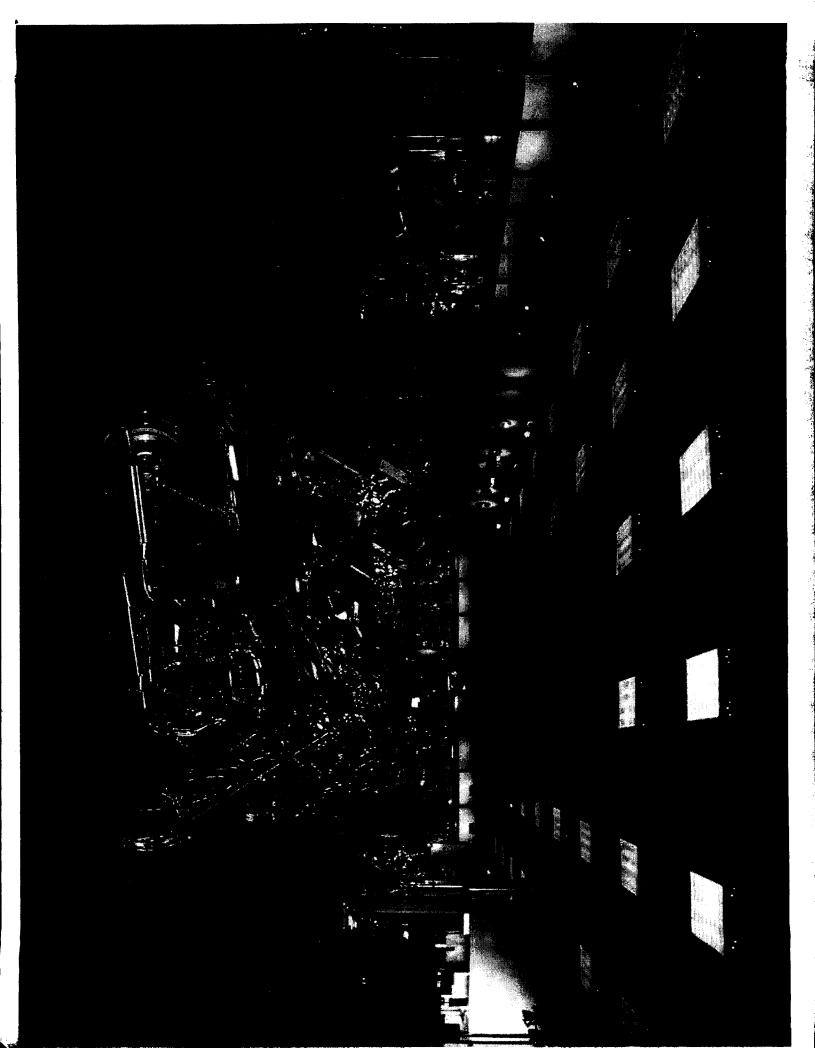


Parryville, PA - 2005



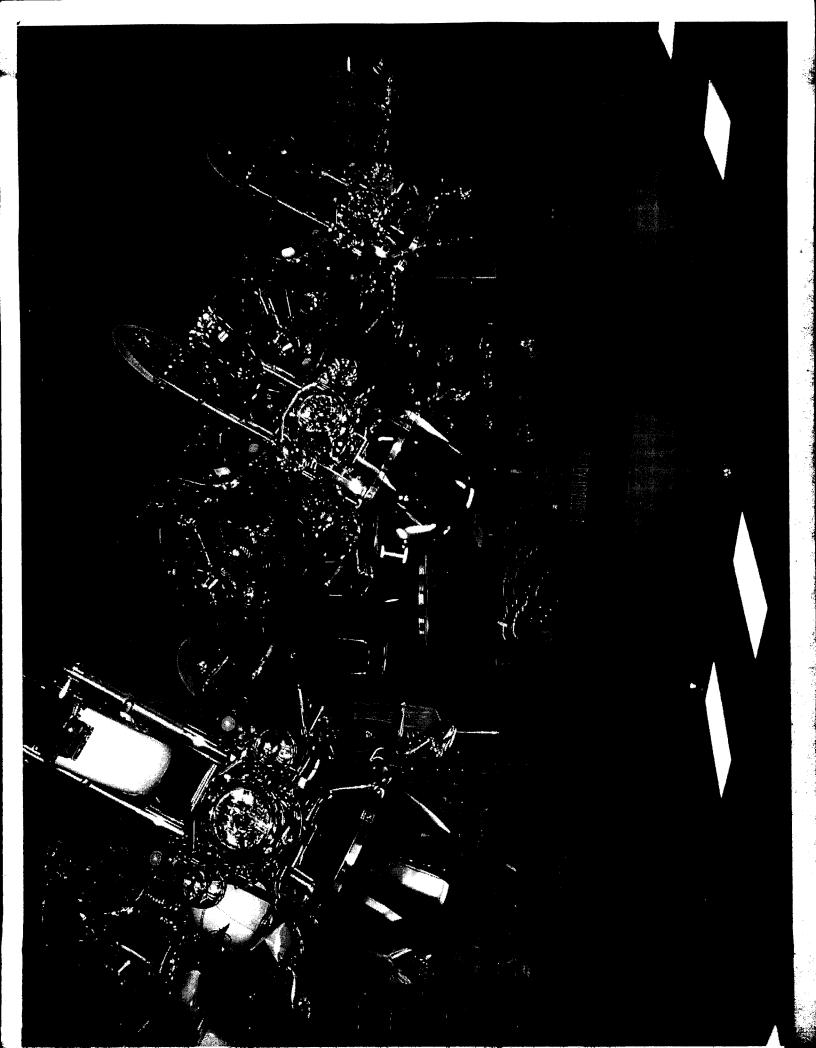


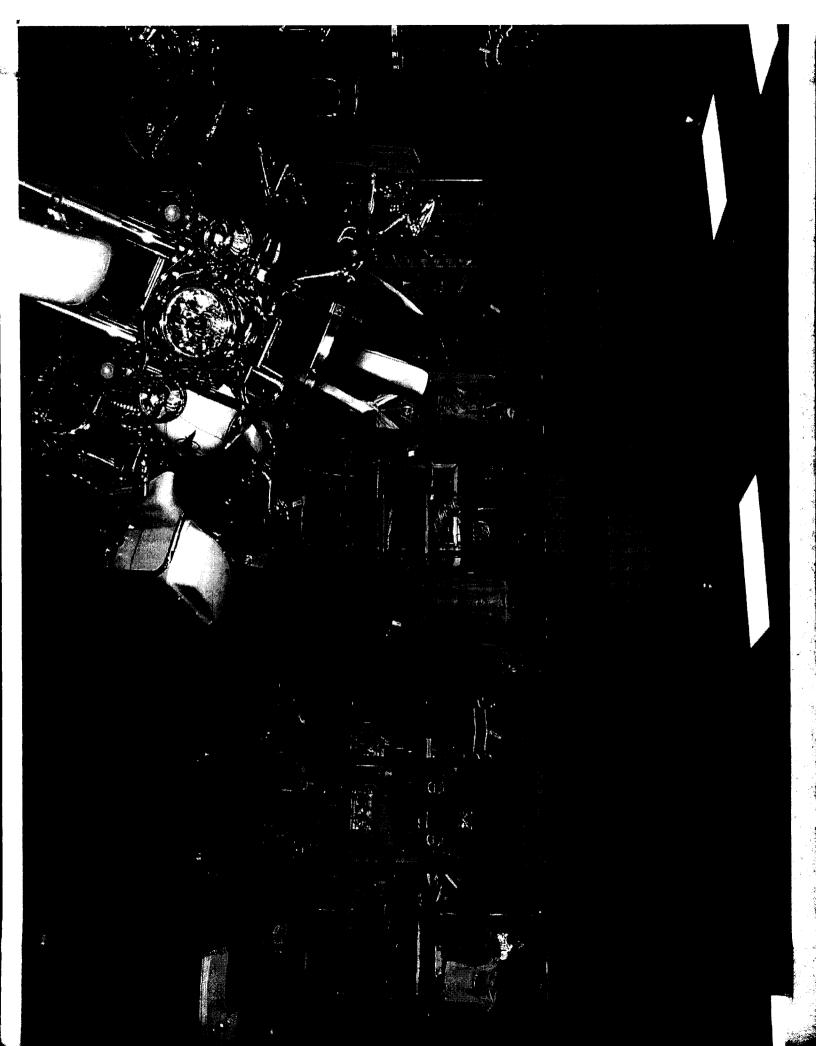


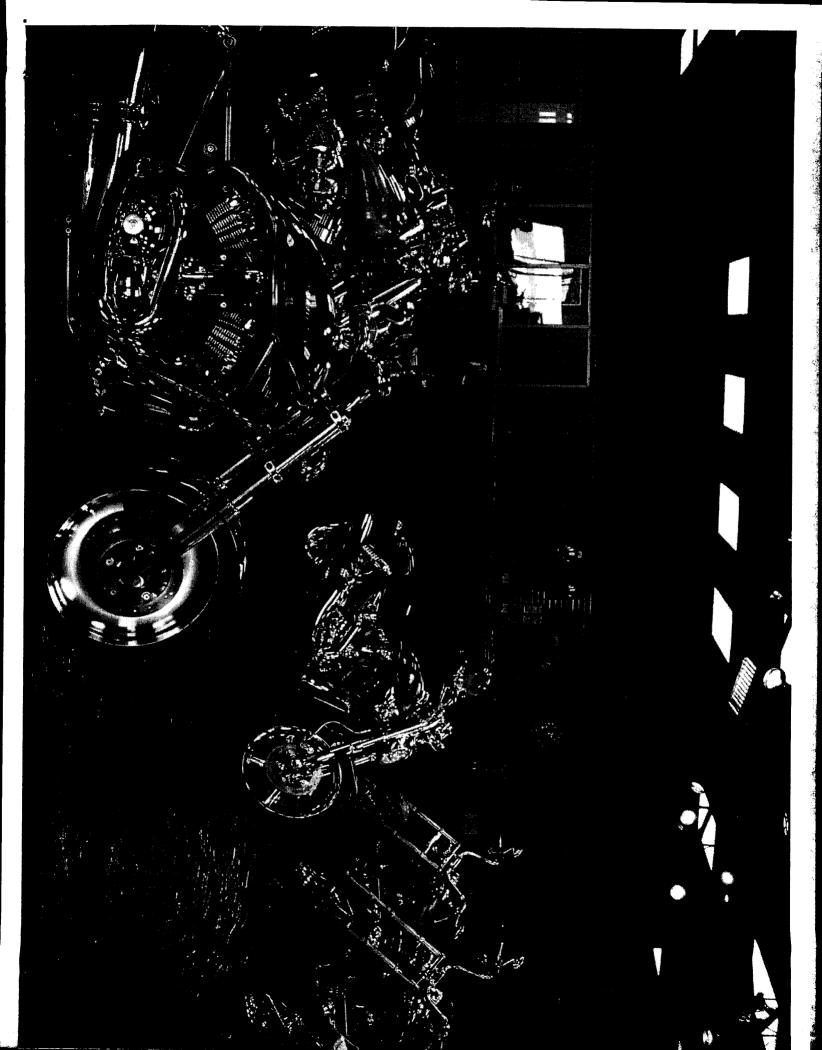


San Benito, TX - 2005







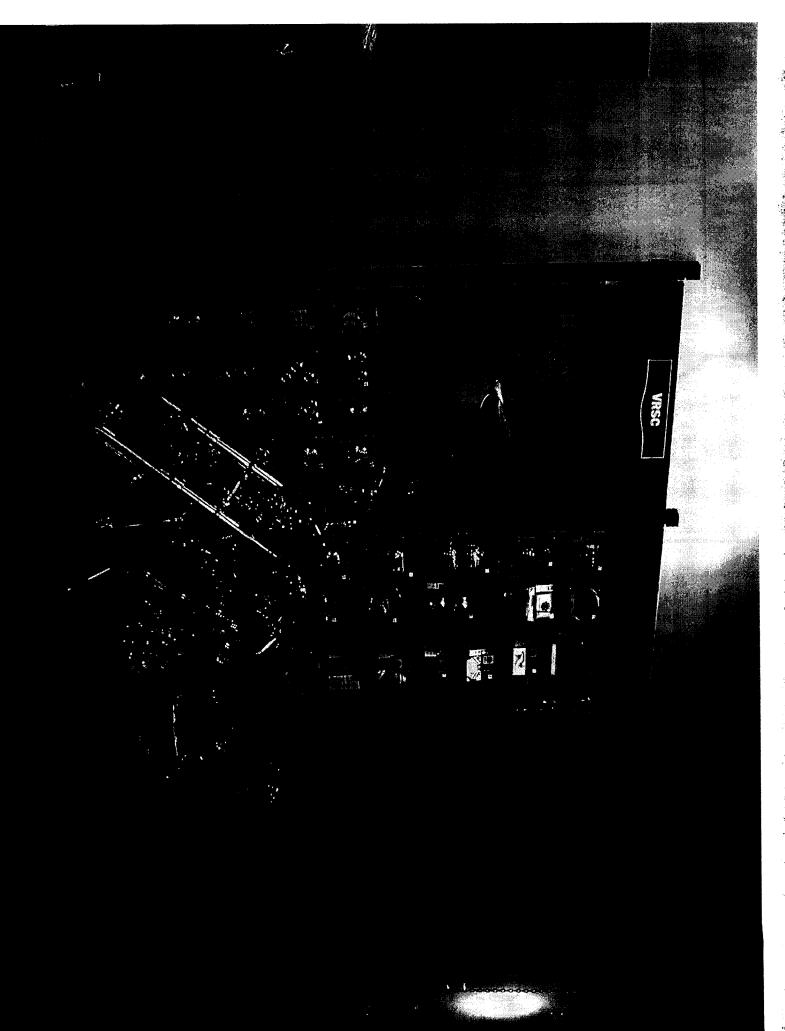


Wilkesboro, NC - 2005







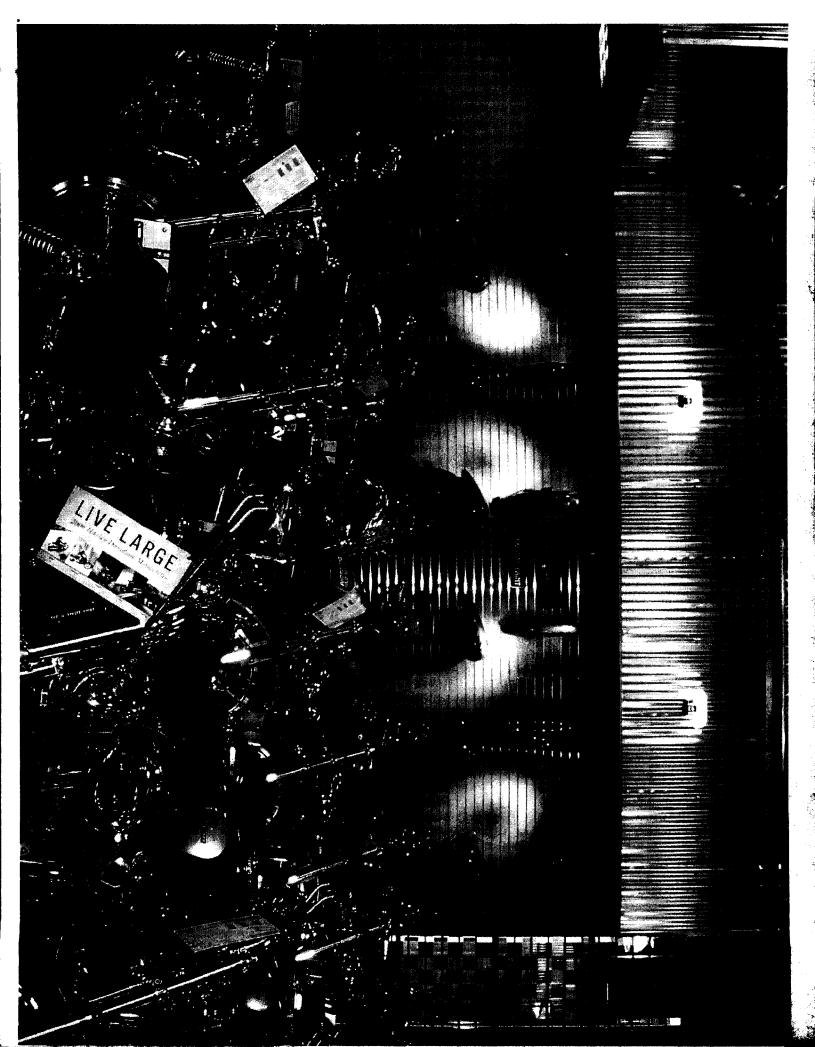


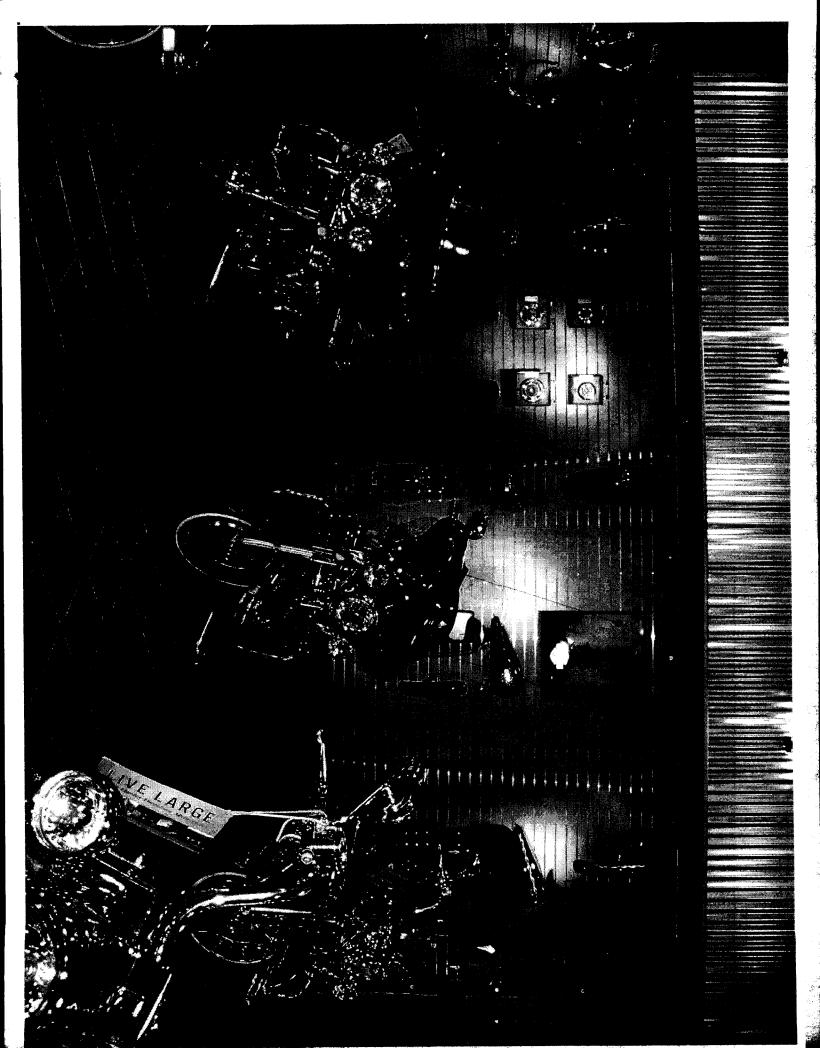


Oakland, CA - 2006







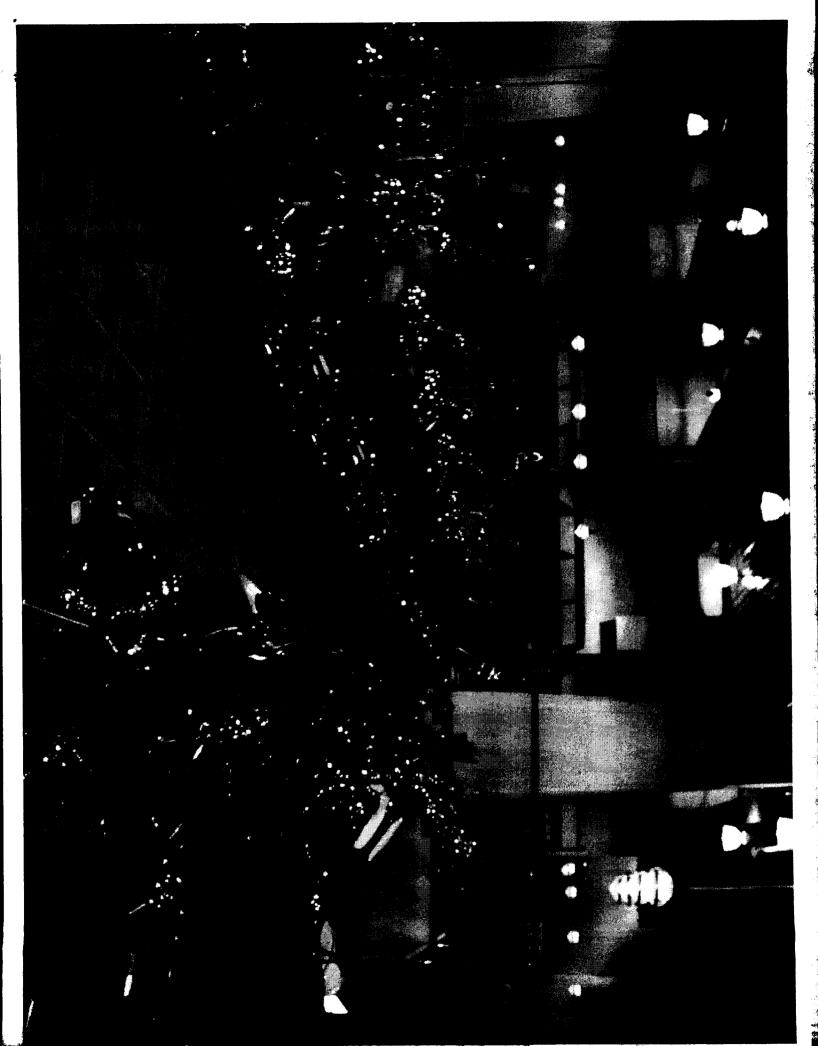




Pasadena, TX - 2007









U.S. Trademark Opposition No. 91177156 H-D Michigan, Inc. v. Bryan Broehm Serial No. 78896325

Mark: KEY DY PENS

Deposition of Scott Beck

Exhibit 14

"A Harley-Davidson is the perfect advertisement. It grabs the eyeballs and pounds the eardrums and pushes a wake of attitude in front of it."

-Jack Supple, from the Introduction

100 Years of Harley-Davidson Advertising is a collection of the best images from a century's worth of motorcycle marketing. The 124 evocative and elegant ads gathered here helped turn a Motor Company into an icon.

Because of their strong emotional connection to the company, Harley-Davidson riders are arguably the most loyal consumers in history. They tattoo the company's logo on their skin, travel for hundreds of miles in often harsh conditions to hang out together, and indoctrinate their kids at birth. They'd rather walk than ride the competition.

So who needs ads?

Harley-Davidson has survived for 100 years because the company keeps in touch with its customers—by riding with them, by participating in races and rallies, and yes, by advertising. The company's first ad was placed in the Cycle and Automobile Trade Journal in 1905, two years after the first Harley-Davidson motorcycle was constructed in a Milwaukee shed. The ad solicited buyers for motorcycle motors only. It represented the company's early commitment to an engine whose modern counterpart is now instantly recognized by the unique sound it makes.

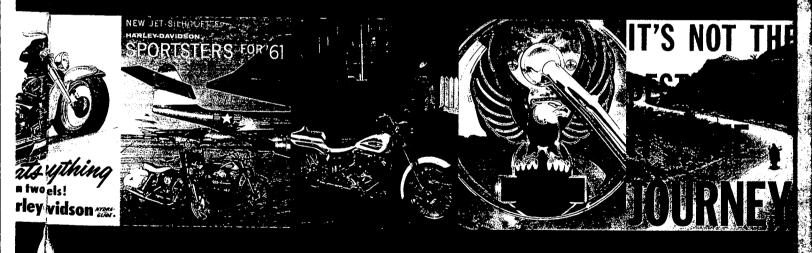
Motor Company's growth and a collection of snapshots of America's changing face in the twentieth century. In it, we see influences of Art Deco, Constructivism, and 1960s pop art. A wartime advertisement from 1942 shows a gas-masked soldier bursting through a dust cloud accompanied by copy that describes him as a "Front Line Hero!" "New, Hot and Swinging" is the counter culture tag line for a 1967 ad. A current ad for the Road King Classic shows the motorcycle in the foreground of a beautiful vista with the description "One Tankful from Civilization."

Using such classic ads as signposts for the evolving Harley-Davidson brand, this stylish volume shows why America's greatest motorcycle maker is about so much more than motorcycles. 200 Years of Harley-Davidson Advertising



100 Neers of D. C. Herrich, Advertising

Introduction by Jook Supple Captions by Thomas C. Folfort



Ficultied by Melcher Media for Harley-Davidson Mictor Company

The Kelsey Co.

BUFFALO, N. Y.

WHOLESALE DEALERS IN

Automobile and Bicycle Sundries

Send for 1905 Catalog.

12 14 H. P. 5 x 5 Engine alone \$150,00 With accessories \$175.00 Stationary and Marine Engines 2 to 50 H. P. Investigate Thin WM. H. MASON, Box 68

Mt. Carmel, Wabash Co.





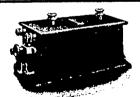
utomobile **B**odies

The Frantz Body Mfg. Co.

AKRON, O.

JOHN S. LENG'S SON & CO.

93 Reads Street, NEW YORK CARRY A COMPLETE STOCK OF BIYCLES, - TIRES. - SUNDRIES Careful attention paid to Prompt Shipment



Fischer Spark Colls and Plugs tecliable, well made and handy adjustments Pamphiers for the asking Fischer Special Mfg. Co. 2078-2078 Reading Road CINCINNATI, O.

Eastern Representatives W. K. THOMAS & Co. 320 Hanover Street Baltimore, Md.

To Cas Engine Operators' Dynamo Ignition.

Motsinger Auto-Sparker
No hattery to startor run. The original speedcontrolled friction-drive Dynamo. Driven
parallol with ong. no shaft. No bettle. No bowsled
pathog or beveled fly wheel necessary. For make
and break and jump-spark system. Water and
dust proof. Fully Guarantees.
Write for 32-page catalogue, PREE.
MUTSINGER DEVICE BIFG. CO.,
39 Main Street. Frontieton, Iod. II S. A.

DEVICE MFO. CO., Fendleton, Ind., U. S.

BRIGGS' BATTERY CONNECTION For Automobiles, Telephone Work, and all purposes where a flexible connector is required. Sample package, 58 cts. Special prices in quantities. Special lengths to order.



Absolutely Non-Short-Circuit, Sample package of Flex-ible Cord to lit these terminals. Postpaid, 50c. W. H. Briggs, 424 Bedford Ave., Brooklyn, N. Y.

Jobbers and Manufacturers

Makers of Low Prices

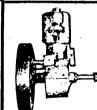
Ives Manufacturing Co. BALTIMORE, MD.

Phonographs and Records

Make a Valuable Side Line WRITE FOR PARTICULARS We are Headquarters

DOUGLAS & CO.

89 Chambers St.-NEW YORK-71 Reads St.

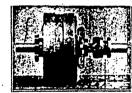


MARINE MOTOR

\$38.25, Englas only

11/4 H. P. Weight, 48 lbs.
Especially designed for Row Boats
and small Launches. Reversible
propeller, jump spark and speed
control. Order now before the rush.
We also make larger engines.
Agents wanted.

Graves Motor Mig. Co. St. Paul, Minn.



Automobile, Marine and Sta. tionary Gasoline Bugines

Transmission Gears, Carbu-rators, Pumps, Muffers, etc. Write for circular and prices before ordering

W. B. MURRAY 1253 Billwankee Ave. CHICAGO ILLINOIS

ECLIPSE BOAT CO.

Factory: Two Rivers, Wis. Office: Mantowoc, Wis.

BUILDERS OF GASOLINE LAUNCHES SAIL AND OTHER BOATS

Complete outfit furnished. Write for prices.



3% B. H. P. 3%x3%

MOTOR CYCLE MOTORS One-Piece Cylinder, Lugs cast on casing ready to clamp in frame.

Harley-Davidson Motor Co. 315 Thirty-seventh Street Milwaukee, Wis.



Auto Bodies

We make them First in Quality and Artistic Design.

Correspondence Solicited

UNION CITY BODY CO., Union City, Ind.

Harley-Davidson is the "Motor Company" because it originally sold motors for marine, commercial, or sport use as well as motorcycles. This is the Company's earliest known advertisement, which appeared in the January 2, 1905 issue of the Cycle and Automobile Trade Journal.

You can call it a brand, a cult, or a phenomenon, but it's much more than a motorcycle.

For 100 years, the burning legend of Harley-Davidson has been fanned by the winds of change and fueled by an American spirit of freedom, individualism, and the quest for adventure.

What William A. Davidson, Walter Davidson Sr., Arthur Davidson, and William S. Harley put together in the little work shed behind the Davidson house on Highland Boulevard in Milwaukee was more than a machine. It was the beginning of a way of life.

Even that long ago, it became apparent that Harley-Davidson® motorcycles had a unique emotional connection to the soul of its rider. What may have started as an economic alternative to the motorcar and a speedier conveyance than the bicycle soon took on a wind-in-the-hair sense of freedom and exhilaration. Early advertisements proclaimed "Get the most out of life" (1916) and "Get a kick out of life" (1925).

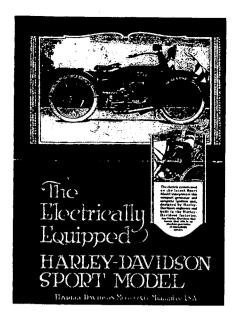
This thing was fun.

Oh sure, there would always be rational reasons to buy a

Harley-Davidson. But what chance would competitors in other sports have compared to an ad that argued "Motorcycling: The Greatest Sport of Them All" (1931)? It's that timeless attraction, that sense of wanderlust, that's resonated deep in the genetic makeup of every freedom-loving rider on earth. It's what makes Harley-Davidson motorcycles relevant today in the lives of motorcyclists all over the world. The promise is simple and true: How you feel on a Harley® is like nothing else in the world.

Those who understand this best are Harley-Davidson's core customers, lovingly called the "Enthusiasts." They come from all walks of life, although they would prefer, thank you, to ride.

To see the faithful converge on their annual pilgrimage to Daytona or Sturgis is to see America's "melting pot" culture at its blast-furnace best. A lifelong member of Hell's Angels. An accountant from Atlanta. A group of riders from London. A retired couple from Michigan with their dog.



In 1969, Harley-Davidson factory racer Mert Lawwill won the #1 plate in AMA Grand National racing. The next year the red, white, and blue symbol became the unofficial company logo through most of the decade.



1920

The 37 cubic inch Sport Model was offered in a WF version with a magneto or the WJ with a full electrical package. During the first decades of motorcycling, headlights and taillights, rather surprisingly, were optional equipment. If a model was not electrically equipped, the lights were acetylene powered.

A CEO who would never be mistaken for a CEO. Six women, who teach school in Arizona, dressed in leather. A H.O.G.® chapter from Akron, Ohio. A newlywed couple from Germany. Some guy in buffalo horns.

What holds them together are their common values, shared with one another and with the Motor Company.

Freedom. Individualism. The quest for adventure.

This deep and abiding sense of what Harley-Davidson represents to its customers has been the strength of the Motor Company, and maintaining that connection is one of its guiding principles. Throughout its history, whenever the Company forgot that central reason for its existence, its fortunes waned. But every time it reveled and celebrated in that connection to its customer, it would succeed.

It's the principle they would return to, time and again. Through wars and peacetime. Through ownership by AMF (American Machine & Foundry) and the buyback. Through Panheads, Knuckleheads, Shovelheads, Evolution®, Twin Cam 88s, and the Revolution V-Twin® engine. Through the introduction of the Harley Owners Group, MotorClothes Products™ and Genuine Motor Accessories, and an expansion of the brand's global appeal. Through it all, Harley-Davidson would strive to remain connected and loyal to its riders. Harley-Davidson's reward for this loyalty would be loyalty in kind.

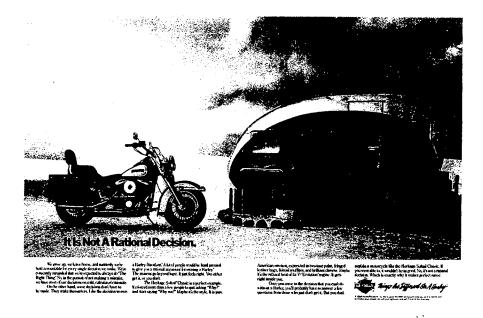
Harley-Davidson is the one brand, the only brand, that is burned into the skin of its enthusiasts, the famous Bar & Shield tattoo second in the world only to "Mom." (Somehow, an advertisement in a magazine pales by comparison.)

Those of us who love the brand can only aspire to be Keepers of the Flame. We cannot create it, we can only tend it. The brand really belongs to the riders. The flame burns in their souls. In 2003, upwards of 500,000 of them will ride to Milwaukee to be part of the 100th anniversary pilgrimage. Similar celebrations will happen on five continents. The riders will heed the call from points all over the great wide world. Just to be a part of it. Just to feel the earth rumble.

Harley-Davidson may build it, but it's the riders' motor-cycle. Their brand. Their way of life.

That's why when Willie G. Davidson and his styling team work on the next new bike design, they are just as likely to do it at a roadside rest stop surrounded by bikers as they are in the gleaming confines of the new Willie G. Davidson Product Development Center. When they're done, they will have created the newest incarnation of a legend. Just the sight of a Harley-Davidson pushes buttons deep inside the faithful. And the sound of it can make them downright misty-eyed.

Ads? Who needs ads?



1988

Buying a motorcycle is rarely a rational decision. Instead, it is based on feeling, emotion, and a need to fill a certain void in one's life. While a small trailer may fill one's need for housing, a small motorcycle just doesn't fill that same need for a set of two wheels.

A Harley-Davidson motorcycle is the perfect advertisement. It grabs the eyeballs and pounds the eardrums and pushes a wake of attitude in front of it. A Harley has presence. It is impossible to ignore. The easy, loping potatopotato-potato-potato of the V-Twin sets up some kind of harmonic between your pulse and red blood cells. The machine seems to know it has a soul, and when it intertwines with yours, you are hopeless to resist it.

By comparison, the attempts of we mere mortals to capture the mystique of Harley-Davidson in two-dimensional advertising may seem small and insignificant.

But over the years, Harley-Davidson Motor Company has found those ads that hit the mark, those that Harley-Davidson enthusiasts pull out of the magazine and hang on their garage walls, those that hit with a resonant "thump" deep in the chest. Such ads can do as much to reinforce the Harley-Davidson mystique as the next bike week at Sturgis, or a Saturday morning at the dealership, or a wave from a brother in the other lane.

It reaffirms who you are. Or who you want to be.

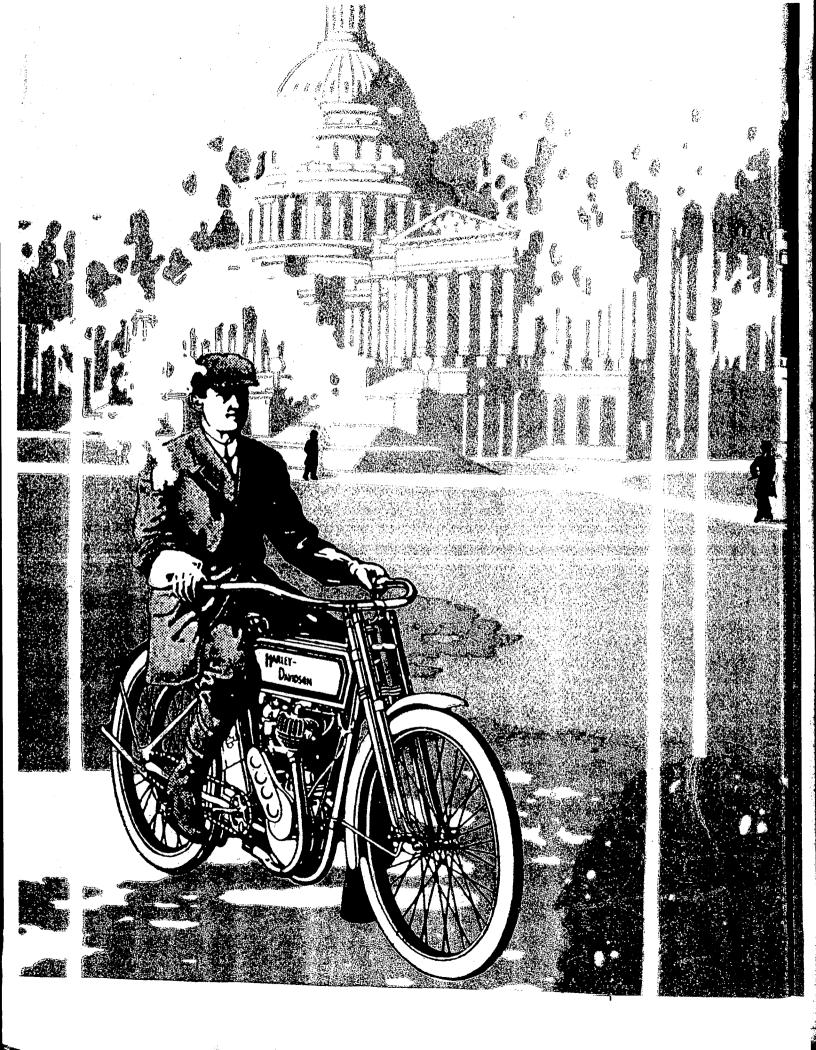
The advertising is for those who get it, whether they own a Harley-Davidson motorcyle yet or not. Don't chase those who don't understand. Don't exclude those who want to understand. We're not trying to sell you a Harley-Davidson.

We're trying to connect with the people who want to buy one. "It's not a rational decision (1985)."

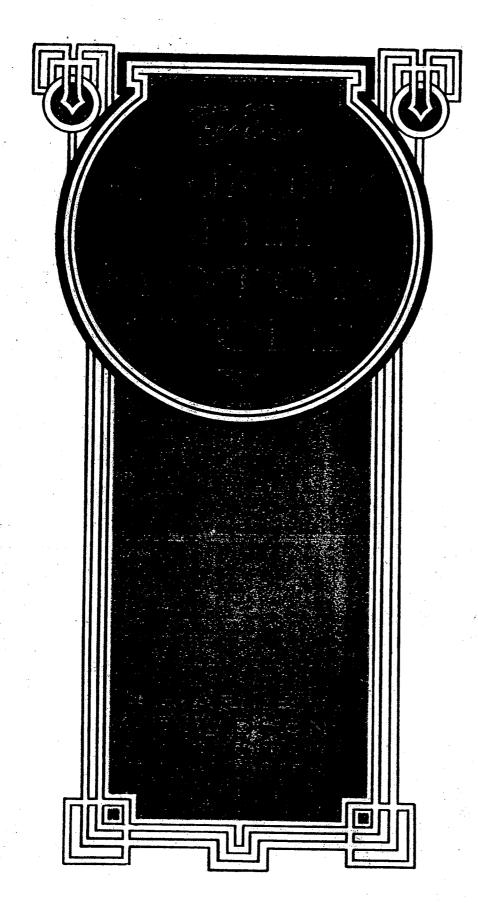
So we thought you'd enjoy seeing the 100-year journey of Harley-Davidson Motor Company captured in the advertising signposts along the way. The people who work at the Motor Company engineered the dramatic turnaround that happened at Harley-Davidson in the 1980s. It was their drive, their spirit, their refusal to let this great name die. All the advertising was ever able to do was reflect the confidence they felt in the brand.

Historians can debate over when and how the brand caught on and became the legend that it is today. Motojournalists will all have opinions about which Harley was the perfect combination of engineering and tradition to define (or redefine) its success. Advertising experts will argue over the potency of any given ad. But one thing is sure. As you page through the 100 years of Harley-Davidson advertising that follows, you will begin to experience that feeling unlike any other. Unless you're planning to buy your next Harley soon, you may want to take it a few pages at a time.

- Jack Supple - Partner, Carmichael Lynch - 2001



As its product line grew to include both single-cylinder and V-Twin models, plus models that featured a new chain drive, Harley-Davidson's literature became more sophisticated. By 1912, the Motor Company was already capitalizing on its American heritage, featuring a handsome illustration of the nation's Capitol on a catalog cover.



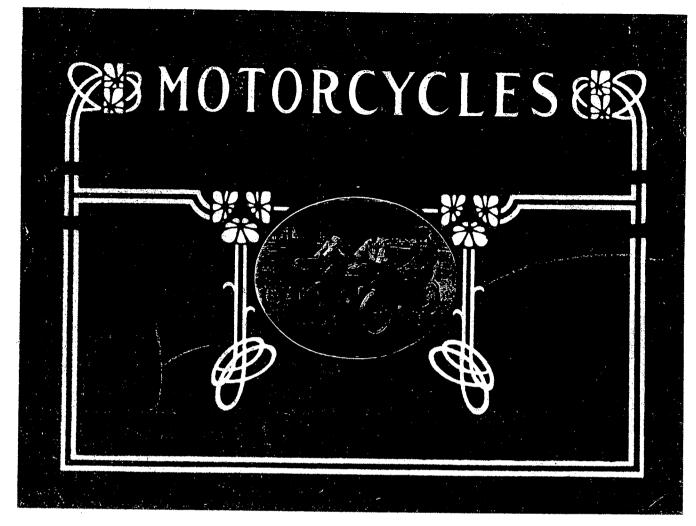


1910

By 1910, Harley-Davidson production had soared to more than 3,000 units. all four horsepower, single-cylinder models finished in Renault Gray with carmine striping. In keeping with its increased output and growing reputation for quality, the Motor Company's literature featured detailed model specifications and excellent photographic reproductions.

1908

In June 1908, Walter Davidson, a naturally skilled rider and the Motor Company's first president, won the Federation of American Motorcyclists' prestigious 365-mile endurance run in the Catskill Mountains with a perfect score of 1000 points. A week later, riding the same stock motorcycle, he set a world economy record of fifty miles on one quart and one pint of gasoline.

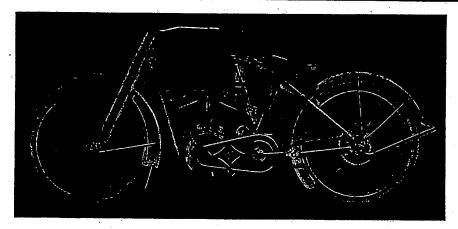


1911

Very early on, it was apparent that there was a lucrative market for Harley-Davidson motorcycles as commercial vehicles. Less expensive to own and operate than automobiles, and able to navigate rutted roads better than a four-wheeled vehicle, motorcycles quickly became attractive to government agencies and private businesses alike.

1913

While this ad states that the five main points to consider when choosing a motorcycle are speed, economy, comfort, reliability, and durability, clearly the most important selling point in 1912 was speed. The twin-cylinder Model X-8-E boasted eight horsepower, an increase of more than twenty percent from the previous year.



Sixty-eight Miles An Hour On a Harley-Davidson

IN buying a motorcycle there are five prime points to be considered. They are Speed, Economy, Comfort, Reliability and Durability. The Harley-Davidson has these qualities to a greater degree than any other motorcycle made. Here's the proof:

Speed

In the Bakersfield, California Road Race, Frank Lightner's stock Harley-Davidson (the kind you can buy—not a special racing machine) attained a speed of 68 miles an hour.

Economy

The Harley-Davidson holds the World's Official Record for economy.

Comfort

The Harley-Davidson is the only motorcycle which incorporates the Full-Floteing Seat and Free Wheel Control. The Ful-Floteing Seat places 14" of concealed compressed springs between the rider and the bumps. The Free Wheel Control permits the starting and stopping of the machine without the tiresome pedaling or running alongside common with the ordinary motorcycle.

Reliability

The Harley-Davidson is the only machine which has ever been awarded a diamond medal and a thousand plus five score in an endurance contest. The plus five score was for its super-excellent performance. These awards were made by the National Federation of American Motorcyclists.

Durability

The first Harley-Davidson made, over eleven years ago, has covered now over one hundred thousand miles and is still giving satisfaction today; retaining even its original bearings.

Seven departments of the United States Government use a total of nearly 4000 of these machines.

This in itself is proof of its superiority. If you want a machine that will give and continue to give entire satisfaction from every point of view we would suggest that you call on our local dealer for demonstration or write for catalog.

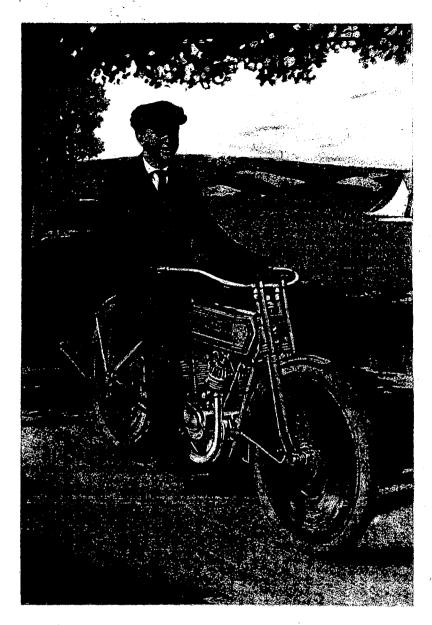
HARLEY-DAVIDSON MOTOR COMPANY

PRODUCERS OF HIGH GRADE MOTORCYCLES FOR OVER ELEVEN YEARS

320 B Street

MILWAUKEE, WISCONSIN

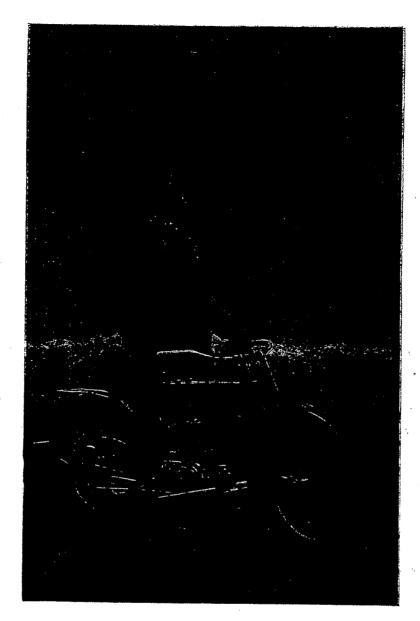
Please mention this Magazine when writing to advertisers



HARLEY-DAVIDSON

1913

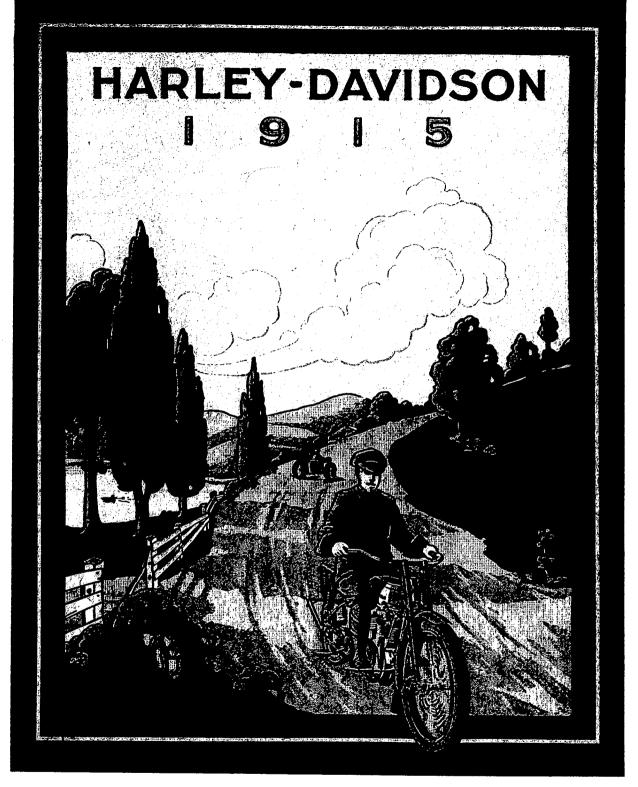
The narrative inside this brightly illustrated catalog cover from 1913 boasted that Harley-Davidson went from the smallest motorcycle manufacturer in the world to the largest producer of single-cylinder models in just over a decade. Despite more than doubling production of singles for 1913, nearly the entire production was sold out early for the year.



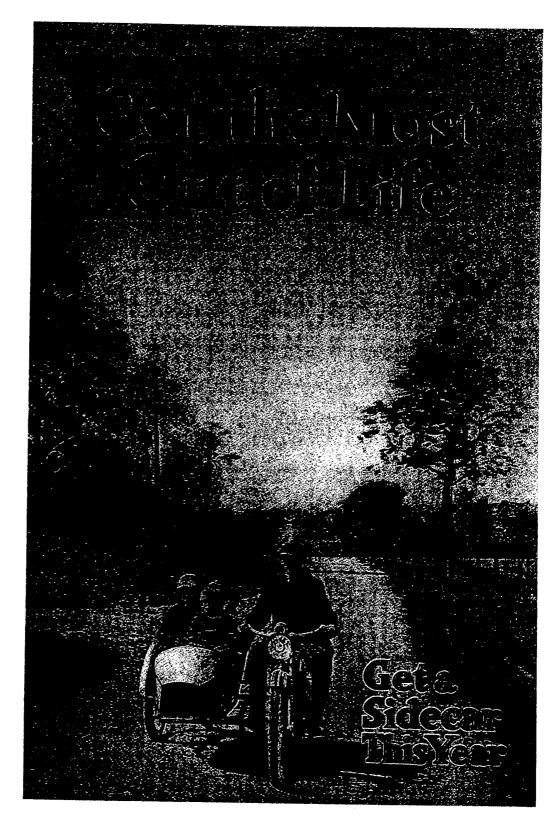
HARLEY-DAVIDSON

1914

Nearly eight thousand Model Fs with revolutionary two-speed transmission were produced in 1914. Developed by William S. Harley, the new transmission was an engineering masterpiece that combined the transmission, clutch. and brake in the rear hub. Approximately half of the Company's production that year was two-speed V-Twins.



The pioneering genius of William S. Harley, the Motor Company's first engineer, was strikingly evident in 1915 with the introduction of the industry's first sliding gear three-speed transmission and modern clutch. The first Model J, with its 61 cubic inch, 11 horsepower V-Twin engine, elevated motorcycling to a new level in power and performance.



With automobiles out of the reach of the common man, motorcycles became an affordable means of primary transportation for many. The addition of a sidecar expanded the versatility of the motorcycle by allowing riders to take the family along. By 1920, Harley-Davidson was selling over 16,000 sidecars annually.

Harley-Davidson — The Consistent Winner

300-Mile Internat'l Grand Prize

First and Second at Venice, Cal., April 4th 68.5 miles an hour

Bakersfield One-Hour Race

First at Bakersfield, Cal., April 11th 68.7 miles an hour

150-Mile Oklahoma Road Race

First, second, fourth and fifth at Oklahoma City, April 20th

64.3 miles an hour

lover a very poor coursel



"Ride a Winner"

Harley-Davidson Motor Co.,

Milwaukoe, Wis., U. S. A.

Harley - Davidson International Champion

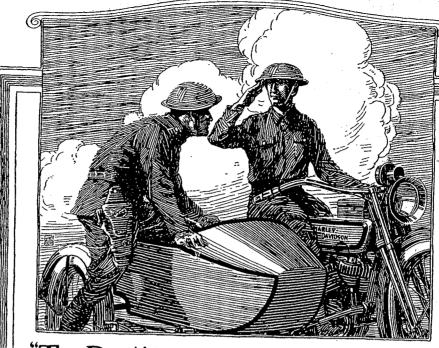
1915

Recognizing the need to participate in organized racing on a factory level in order to garner publicity and build a reputation for performance, Harley-Davidson established its racing department in 1914. By the following year, the power and dependability of the Harley-Davidson motorcycle were rapidly becoming accepted facts as its riders scored repeated victories.



1916

When the U.S. Army had trouble catching Mexican bandit Pancho Villa after repeated raids on Texas border towns, they sent a telegram to Harley-Davidson headquarters in Milwaukee asking for motorcycles to help track him down. That day, the first of thirty-four Harley-Davidson motorcycles was sent by railcar to the Army. They didn't catch Villa, but the exercise hinted at the value of motorcycles in military service.



"To Battery E!"—"Yes Sir!"

WHEN the crisis came and the Army and Navy needed mounts that would carry an order with the speed of a "barked" command—mounts that would take punishment with the ruggedness of American morale—they turned to the motorcycle.

The Harley-Davidson

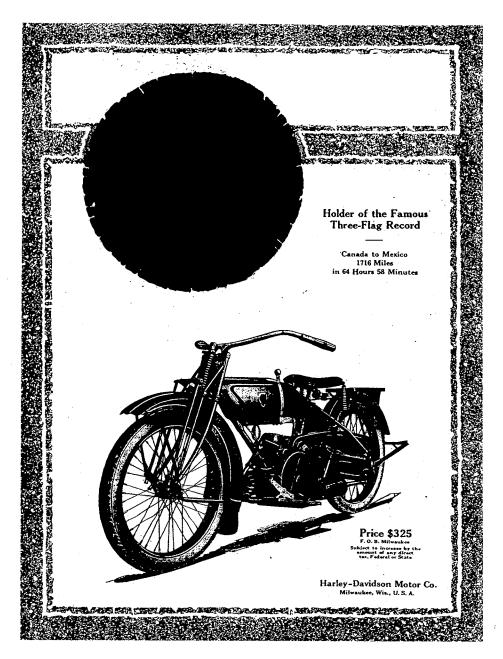
—in answer to the call—is now being made for the Government only, but some day we hope that you, too, may know the satisfaction of having in your personal service a motorcycle born in the same plant, groomed with the same care, and tuned up by the same testers as the one which at this moment may be tearing through a barrage to carry the report that "the 110th have taken....."

Harley-Davidson Motor Company, Milwaukee, Wisconsin

"Ask the men in the service - they know."

1918

Harley-Davidson was eager to point out that civilians could own the same quality motorcycles as those used by the U.S. military in Europe. While its chief competitor, Indian, converted all its production to the military, Harley-Davidson wisely continued to devote more than half of its output to keeping civilian riders happy.



The Sport Model featured a unique engine, transmission, gas tank, front fork, and fenders unlike any previous Harley-Davidson model. It was relatively underpowered for its time, but nonetheless a smooth and reliable performer that handily set the Three-Flag record (Canada to Mexico) of over 1700 miles in just under sixty-five hours in 1919.

1919

Following World War I, there was renewed optimism as the country attempted to return to peaceful pursuits. Harley-Davidson sought to capture that feeling with colorful, airy illustrations that mirrored the style of the times and portrayed the motorcycle as sporty transportation.

The Story of My Harley-Davidson



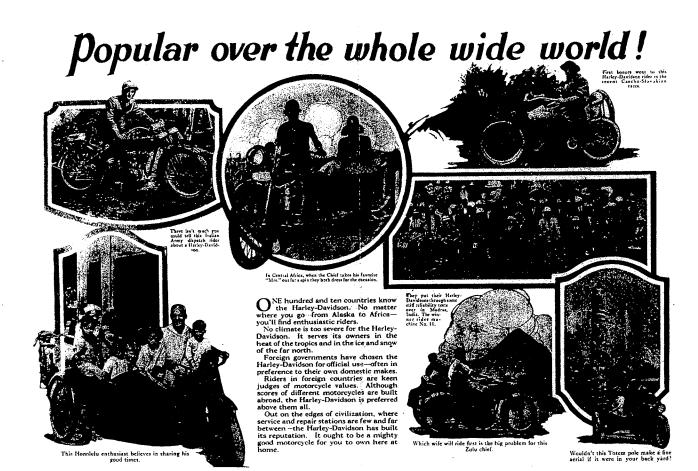


No. of the least

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By 1929, Harley-Davidson was producing nearly thirty thousand motorcycles for a network of dealers operating around the world. The following year, as the Great Depression took hold throughout the world, sales of new Harley-Davidson motorcycles dropped by a third.

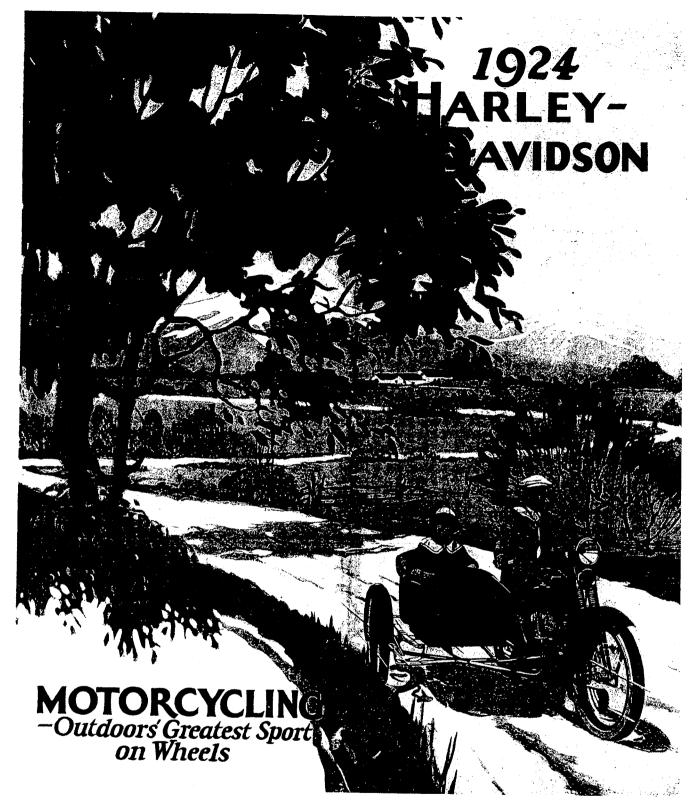




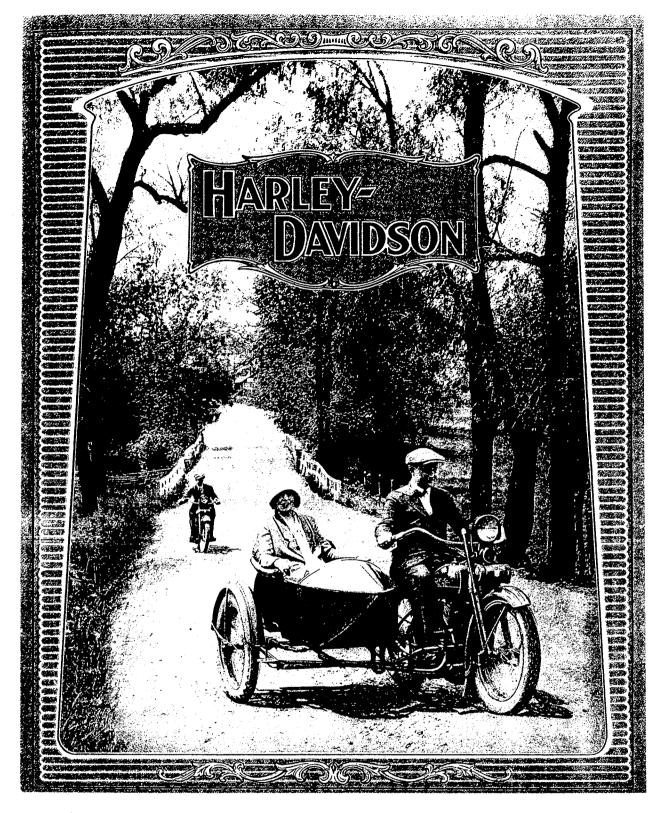
As its reputation for power and dependability grew, the Harley-Davidson motorcycle soon became popular in nearly every developed country in the world—and even in some not so developed. From the Arctic to the tropics, Harley-Davidson's motorcycles were often the choice of riders and governments alike.

1920

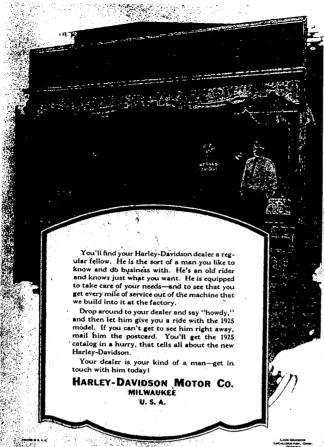
Harley-Davidson hoped to attract both boys and girls to its product line by offering as many as nine distinctly different bicycle models. The bicycles were made of the highest quality materials and painted the same trademark olive green as the motorcycles, but never achieved the same degree of loyalty and success as the company's motorcycles.

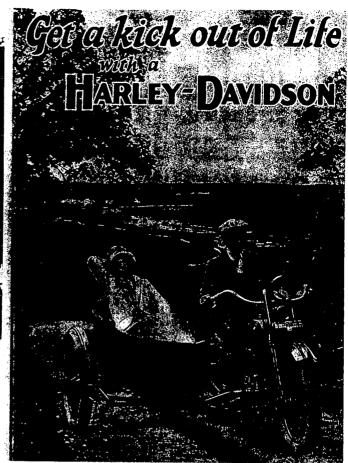


With the introduction of the assembly line in production, some automobiles became as inexpensive as motorcycles. As a result, Harley-Davidson concentrated more on the sporting aspect of motorcycling rather than on its utility.



Fresh country air, the freedom of the open road, and a day with fellow enthusiasts were lures of early motorcycling. The 1925 models sported a new "Stream-Line" teardrop gas tank, which gave them a sleek, modern look. The teardrop tank, since updated, has remained a part of the classic Harley-Davidson look to this day.





As early as 1925, Harley-Davidson was extolling the virtues of its worldwide dealer network as a solid link between the factory and the rider. The Harley-Davidson dealer was always ready to meet the needs of the rider, providing parts, service, fellowship, and a meeting place to gather with other Harley-Davidson enthusiasts.

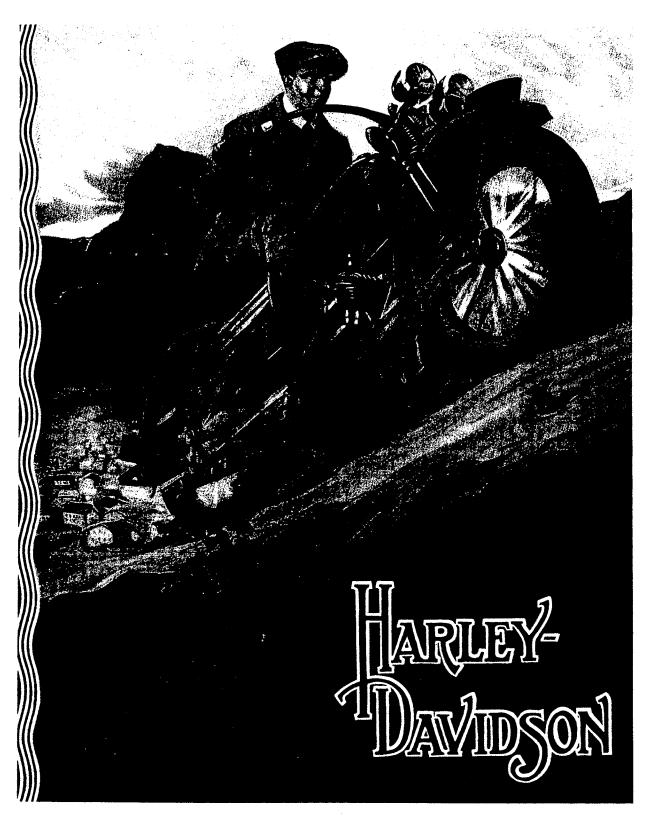
1927

Harley-Davidson's aim for model development has always been one of gradual evolution. This flyer for the 1927 Model J, which featured the venerable F-head motor, with a new circuit breaker to replace its distributor, explained the improved performance and reliability in wet weather.

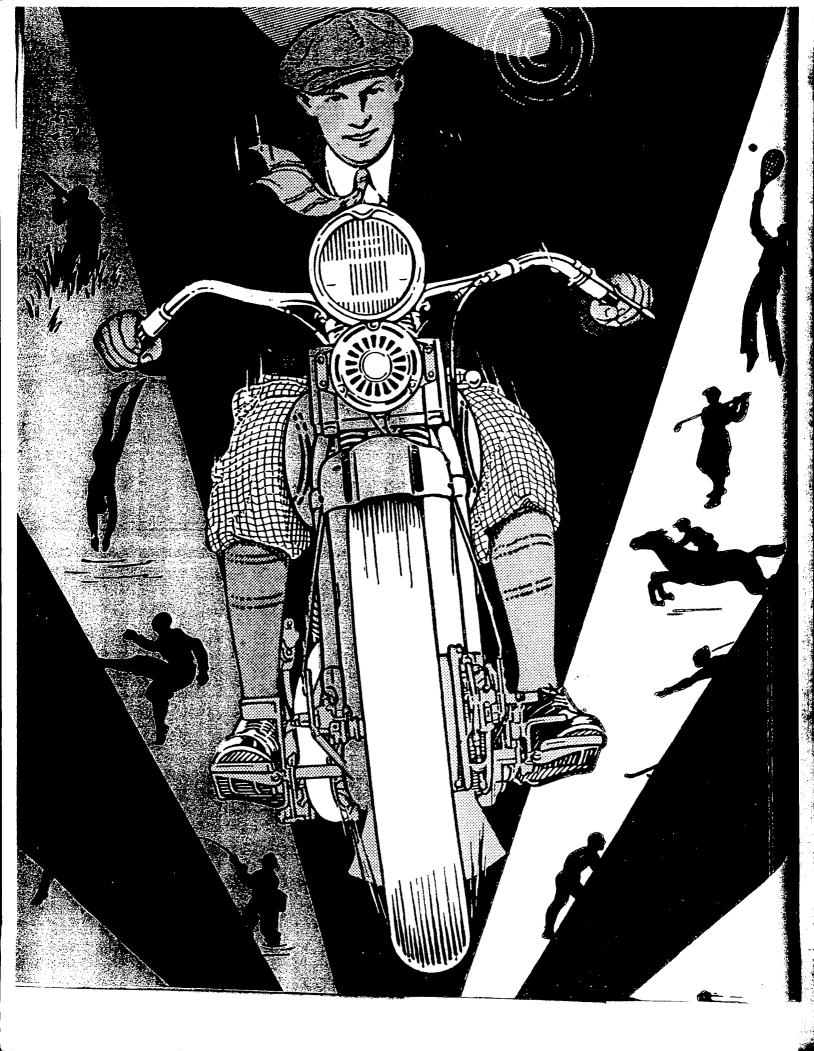
The New

1928

Two-cam racing motors had been avilable from Harley-Davidson on a limited basis for nearly a decade when the company introduced street versions in 1928. The Two Cam Twins, available in 61- and 74-cubic-inch versions, were some of the fastest street models of their day but were only produced for two years.



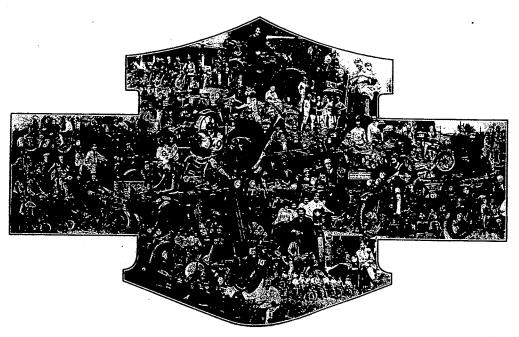
The thrill of a powerful Harley-Davidson motorcycle on a country road was the theme of this famous 1929 illustration, which was used both as a poster and as literature art. The long-running, 45-cubic-inch flathead twin debuted that year and was used in production through the 1973 model year. Every 1929 model featured a pair of bullet headlights.



As the Great Depression gradually tightened its grip on the nation and the world, Harley-Davidson touted motorcycling as the greatest sport of all in an attempt to attract buyers from other pursuits. In 1931, sales dropped more than forty percent from the previous year and sixty percent from two years earlier.

The Harley-Davidson Bar & Shield logo has been a symbol of high-quality. dependable motorcycling for over ninety years since its introduction. Changing and evolving over the decades, the venerable Bar & Shield has undergone many refinements but stands today as one of the most recognizable marks in the world.

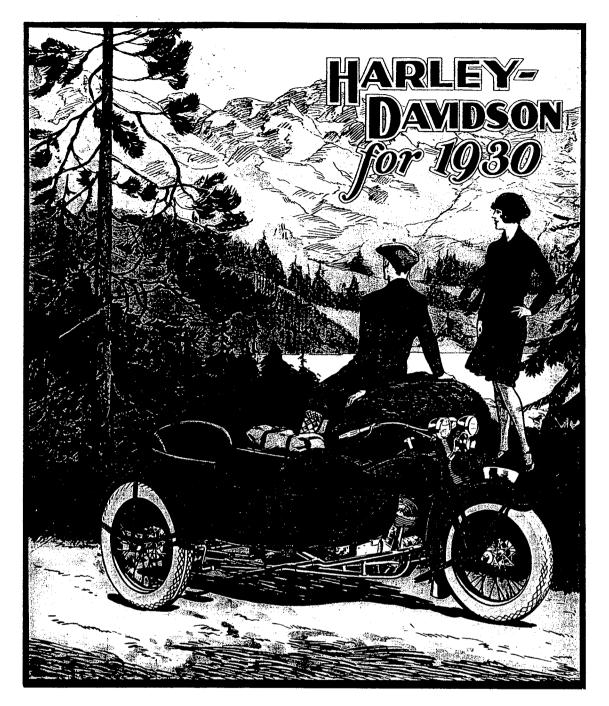
Genuine Harley-Davidson Enthusiasts From the World Over



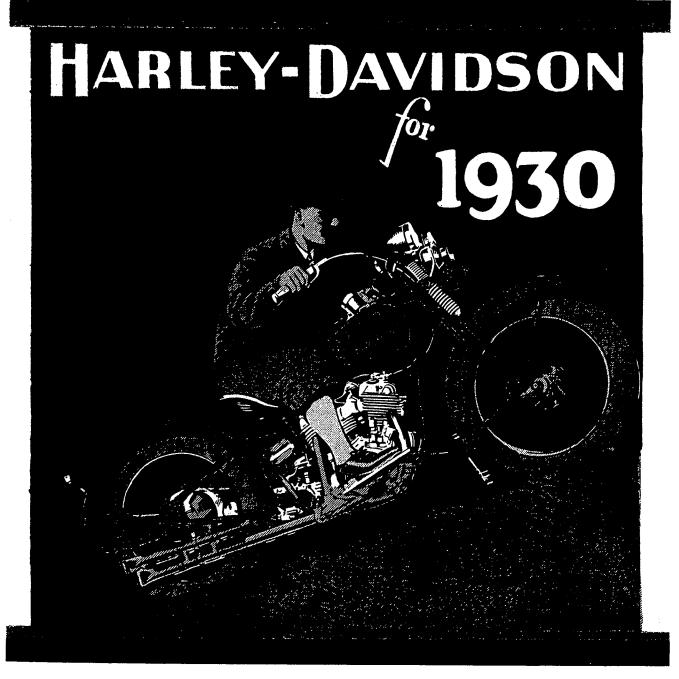
This 26-Year Old Trade-Mark Stands for Quality Motorcycles

All 1929-30 Harley-Davidson models featured a pair of small, bullet-shaped headlights. They were touted as improved lighting, but they were more of a styling exercise than a functional improvement; it soon became apparent that a single large headlight was superior, and Harley-Davidson dropped the dual headlights in 1931.





Colorful illustrations were once a mainstay of Harley-Davidson advertising. Motorcycle and passengers would often be presented in romantic illustrations. Here, the well-dressed gentleman rider and his flapper companion enjoy a mountain vista.

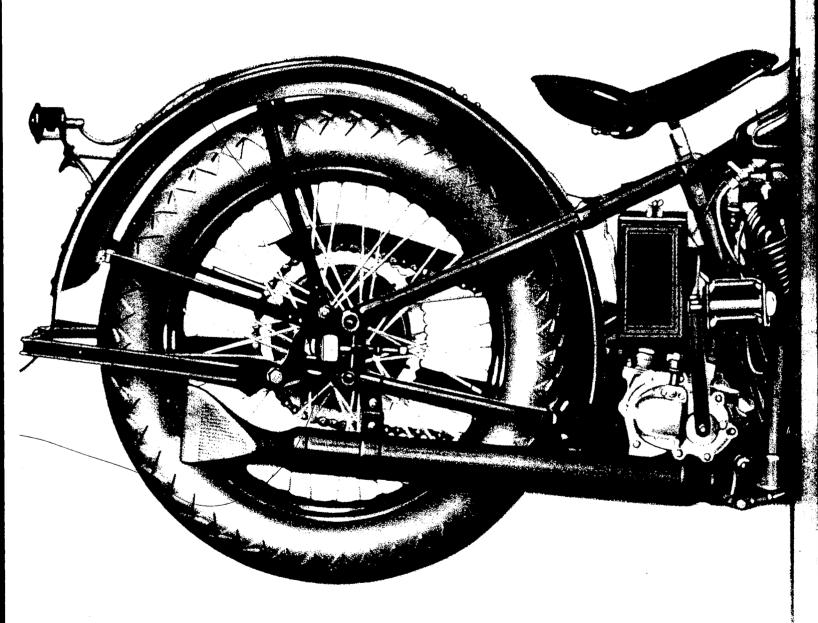


Harley-Davidson experimented with different looks in 1929 and 1930 when it introduced dual headlights and unusual mufflers. The '29s had a peculiar four-tube, dual-exhaust system that was changed to a two-tube, single-exhaust system the following year.

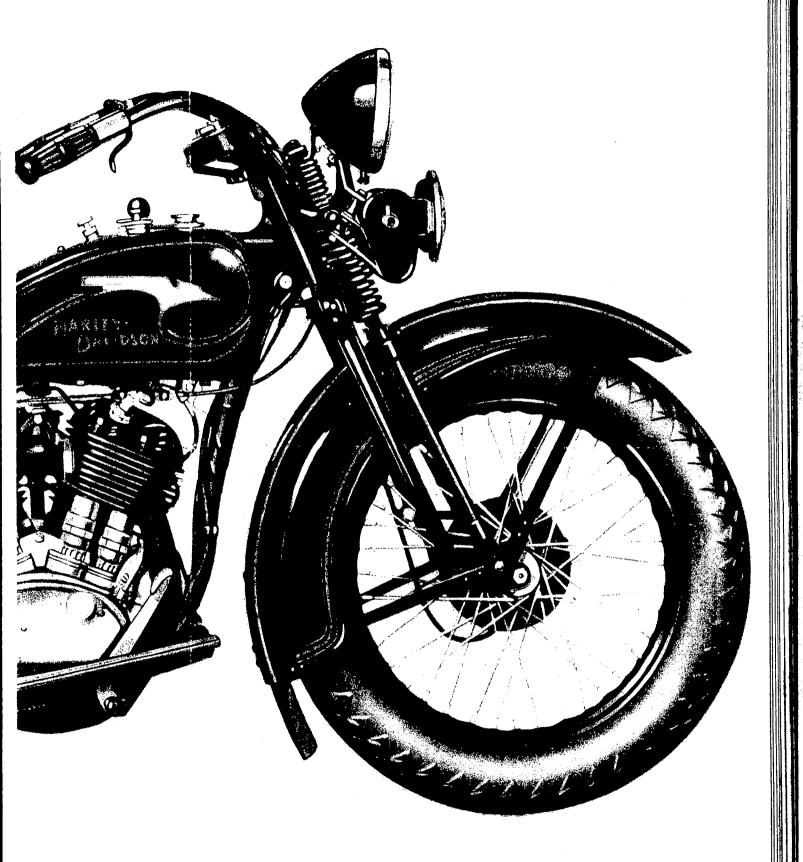
1933 (Next Page)

The Motor Company offered unadvertised color combinations in the early thirties in a departure from its standard olive paint, but it wasn't until 1933 that Art Deco tank logos and striking two-tone color combinations became the norm. Black and Mandarin Red, as well as three other brilliant combinations, were available to riders that year.

BLACK AND MANDARIN RED



THE 1933 HARLEY-DAVID



N 74 BIG TWIN MODEL



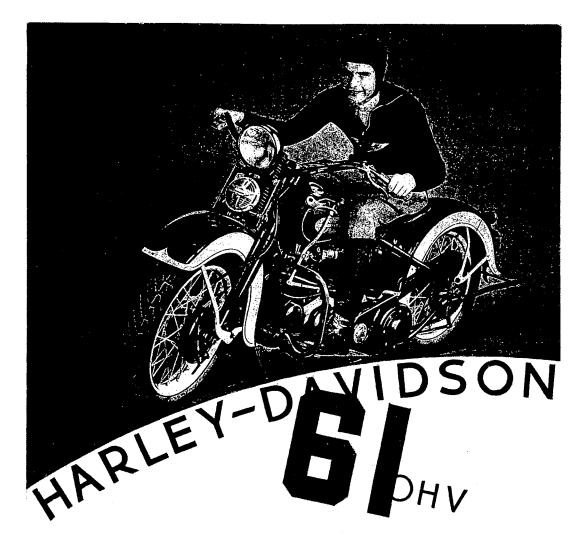






1935-37

By 1936, America was struggling through the Great Depression, and people were anxious to forget their financial worries, one of which was a shortage of money. Harley-Davidson offered a way to enjoy the beauty of the land in an inexpensive, exciting way—from the saddle of a powerful V-Twin motorcycle from Milwaukee.



Sensation of the Motorcycle World

Bill Cummings, winner of the 500-Mile Indianapolis Automobile Speed Classic in 1934 and third place winner in 1935, gets a tremendous kick out of owning and riding this white 61 OHV. It's the kind of a motorcycle champions like.



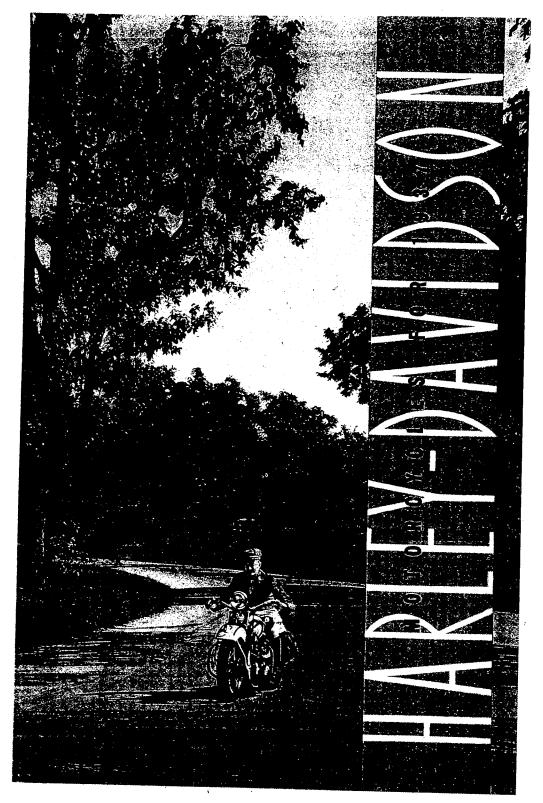
Minus fanfare and ballyhoo, a new motorcycle has come on the scene and has taken the world by storm. Wherever shown, wherever ridden and owned, the new 61 OHV Harley Davidson has caused a sensation. Here is a NEW motorcycle incorporating ideas the seasoned rider gives his immediate and unqualified approval. As one owner writes, "It's my dream come true."

From everywhere come the most enthusiastic praises for this super motorcycle. Its wonderful handling qualities, its snappy response, its ability to stand up and "take it" make this 61 OHV the outstanding motorcycle of today and the motorcycle of tomorrow. See this great motorcycle at your dealer's and put it through its paces.

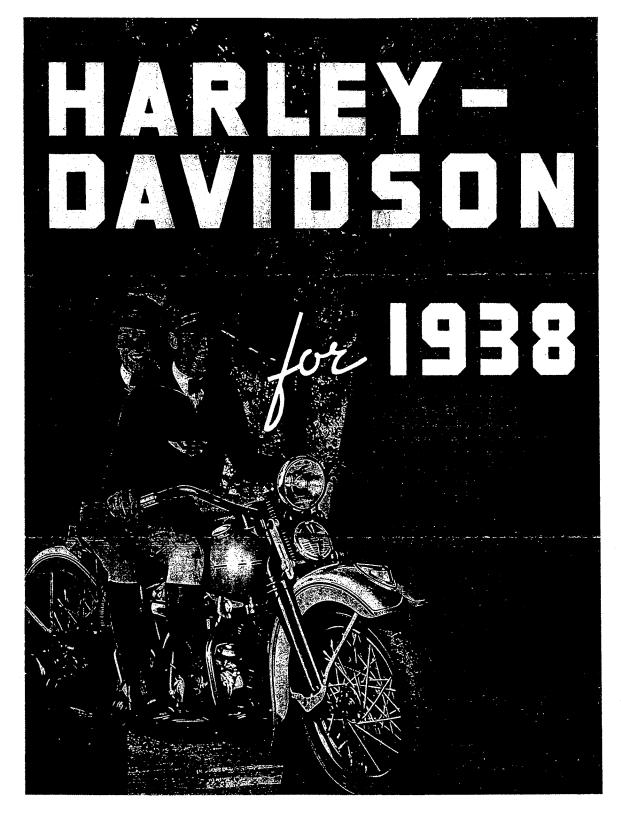
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis., U.S.A.

1936

Harley-Davidson took a major gamble when it introduced the revolutionary 1936 Model EL during the darkest days of the Great Depression. Because of ongoing developmental issues, the EL did not appear in model literature until late in 1936.



The acceptance of the all-new 1936 EL—the only model that year to boast a new teardrop gas tank, double loop frame, and horseshoe oil tank among other features—prompted the proliferation of these advancements throughout the entire product line for 1937. Many of these features are still in evidence in the new models of today.

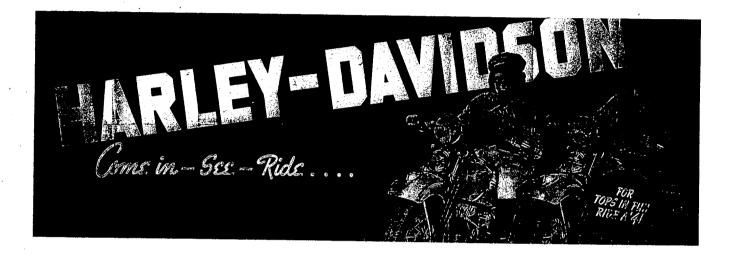


Through the thirties and forties, organized club rides were common in the world of motorcycling. As the nation struggled out of the Great Depression, Harley-Davidson invited people to take part in the good times enjoyed by club members in their runs, rallies, and racing events.



Despite converting most production to the war effort in 1942, Harley-Davidson was still able to produce a small number of motorcycles for civilian, police, and commercial uses.

With the economic hardships of the thirties abating, Harley-Davidson prepared for a new decade by announcing a handful of improvements and a new model for 1941. The first FL model, featuring a Motor Company first overhead value 74 cubic-inch engine, made its debut just in time to be blunted by America's entrance into World War II.



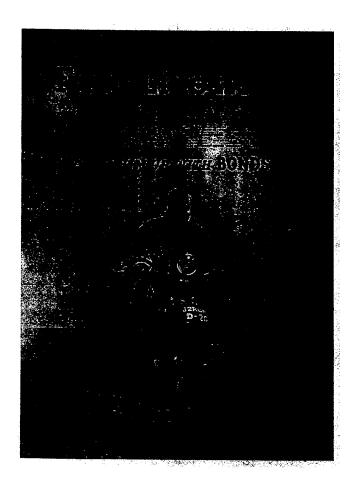
During World War II, much of the nation's industrial might focused on the war effort, so Harley-Davidson motorcycles were utilized for home defense and by many of the Allied nations in their war efforts. Harley-Davidson was fortunate to be able to build its core product during the war-unlike some manufacturers-and produced over 90,000 motorcycles for the Allies as well as a modest number for domestic enforcement.

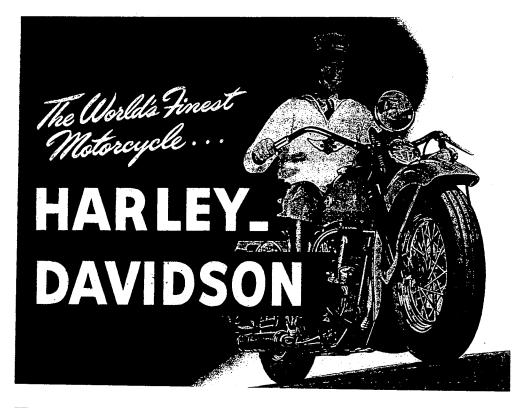
The 45 cubic-inch WLA was the workhorse of the Allied military forces and saw service in many foreign armies, including those of Canada, Russia, New Zealand, and China, as well as all branches of the U.S. military.



Harley-Davidson Motorcycles are not only establishing outstanding records of performance in motorized units of the U. S. Army — but are enabling police departments throughout the country to better meet the vital need for protection of rapidly growing defense industries. And all this time Harley-Davidson Motorcycles are continuing to serve the police of America on the first line of defense against loss of lives in traffic accidents. MARLEY-PAVIDSON MOTOR COMPANY, Milwankee, Wisconsin









1947-48

While the European motorcycle manufacturers struggled to rebound following the war, Harley-Davidson enjoyed renewed sales, especially with the powerful and more technologically advanced Panhead engine introduced in 1948. Sales soared to nearly thirty thousand units that year, as riders once more took to the open road.



OR the grandest vacation you ever had, swing into the saddle of a Hydra-Glide Harley-Davidson. Pack the saddle bags, take a friend on the buddy seat, fill up with gas and oil and you're off on a thrilling, fun-packed trip you will never forget. You'll ride all day and, if you wish, far into the night and still feel like going on and on. You'll glide over endless tar lines and over rough spots. You'll hit bumpy side roads and country lanes with barely a quiver. Gone is that old feeling of fatigue. After a day of hundreds of miles of travel, you'll wake up the next morning fresh as a daisy—eager to get going and see more of this great country of ours.

The places you thought were too far away for a trip of a week or two are now within easy reach. Yellowstone, Yosemite, Carlsbad Caverus, California,

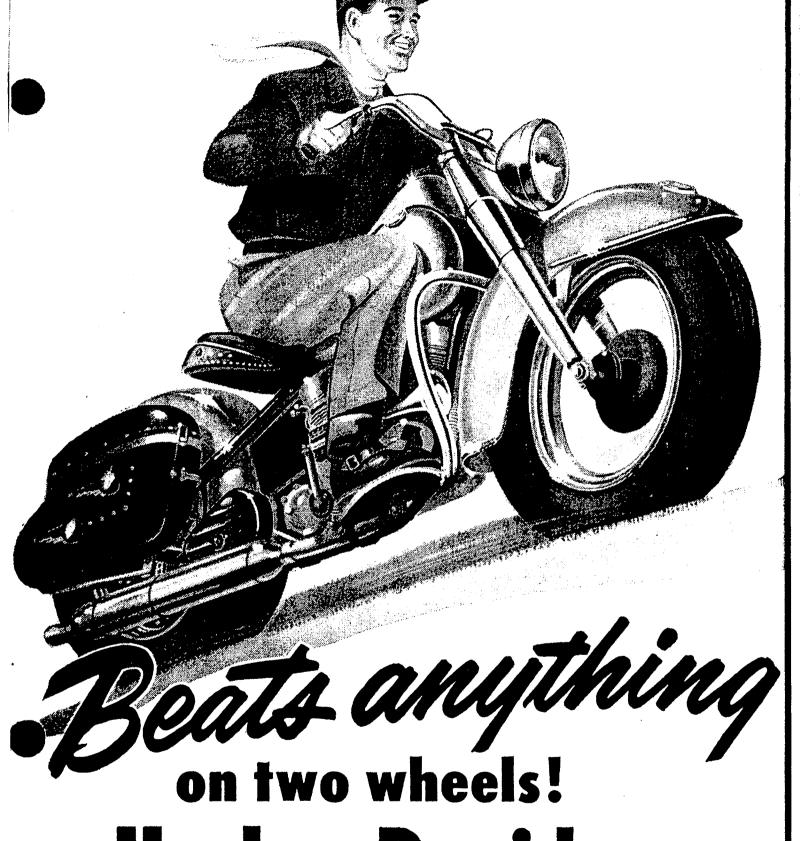
Black Hills, Florida, our Nation's Capital, Niagara Falls, and scores and acores of other scenic spots becken you to come. You'll see more and you'll explore more with your Harley-Davidson Hydra-Glide. The miles will slip past all too soon as you glide along with effortless ease, taking in the panorama of scenery you will never forget. What a wonderful time will be yours! What a truly magnificent, unforgettable vacation you will have!

Resolve to make this year's vacation the best you've ever had. Let your Harley-Davidson dealer give you a Hydra-Glide ride. Get the feel of the smoothest ride you ever experienced on two wheels. Then, with a Hydra-Glide, your vacation will be the best you've ever had—one you will want to tell about and that will bring back pleasant memories for years and years.

MARLEY-DAVIDSON MOTOR COMPANY . MILWAUKEE 1, WIS., U.S.A.

1949

Motorcycling changed forever with the introduction of the Hydra-Glide front forks in 1949. Gone on the Big Twin models was the springer front end, replaced instead with gracefully tapering hydraulic front forks that have since become a Harley-Davidson trademark. While many riders initially referred to the bike as a Hydra-Glide, it wasn't until several years later that its name became official.

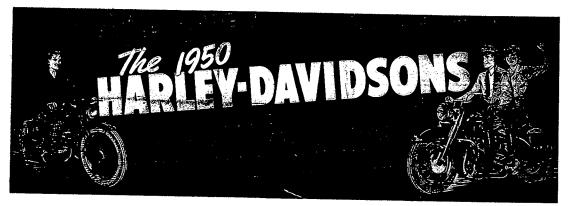


Harley-Davidson HYDRA

Harley-Davidson celebrated its golden anniversary with special bronze medallions on the front fenders of all its models. While it is generally accepted that the Motor Company had its origins in 1903, the fiftieth anniversary medallions didn't appear until the 1954 model year. In order to stimulate sales, Harley-Davidson offered test rides and easy payment plans.

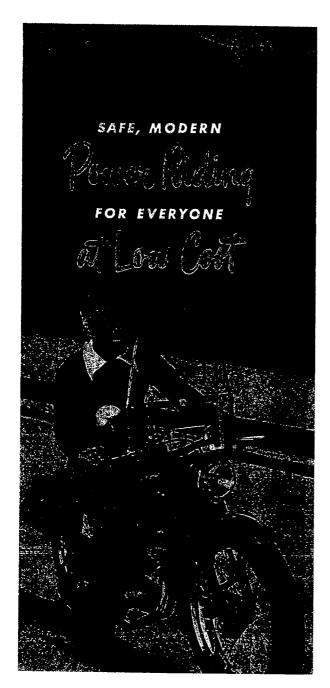


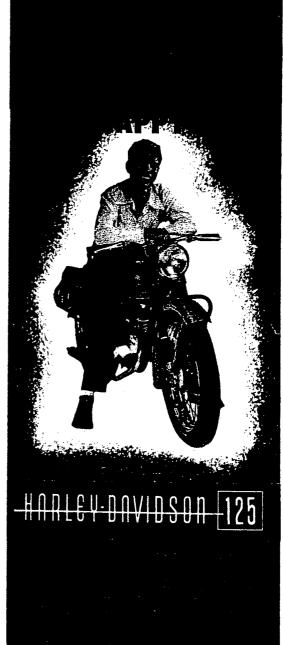




1949-50

Recognizing the crucial link between the factory and the rider, the Motor Company maintained a close relationship with its dealer network from the start. Harley-Davidson not only encouraged dealers to hold open houses in the late forties and early fifties to welcome riders into their stores, but was eager to point out the features of its models, including the economy of its lightweight bikes.





1950-52

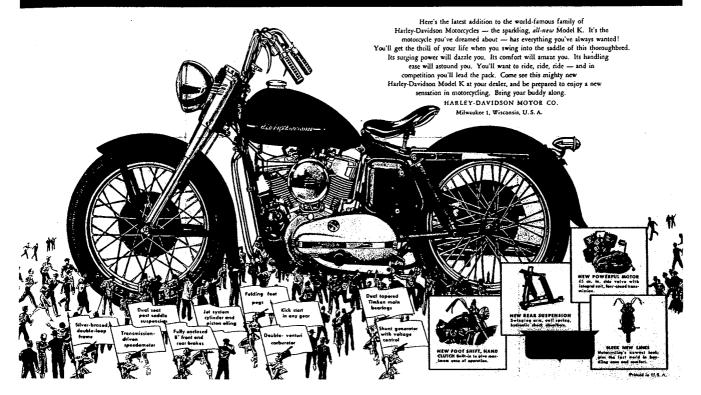
Introduced in 1948, the Model S was an American version of the German DKW, which the United States had permission to reproduce domestically as part of the War Reparations Act following World War II. The 1952 version had big bike styling and appealed to both younger riders and those seeking fun, economical transportation.

be a big wheel in motorcycling





THE NEW HARLEY - DAVIDSON Model K



1952

In 1952, a totally new Harley-Davidson model made its appearance to compete with the fast and nimble models from Britain. The 750cc Model K, with its compact engine and transmission, hand-operated clutch, short wheelbase, and sporty looks, became an instant success—despite not measuring up to the performance of its competitors.

1952

The Mileage Club was founded in 1951 to recognize riders who had clocked 25,000, 50,000, or 100,000 miles since January I, 1951. Remarkably, seventy-three members had earned their 100,000 mileage pins and membership cards by the Club's fourth year.





HARLEY-DAVIDSON



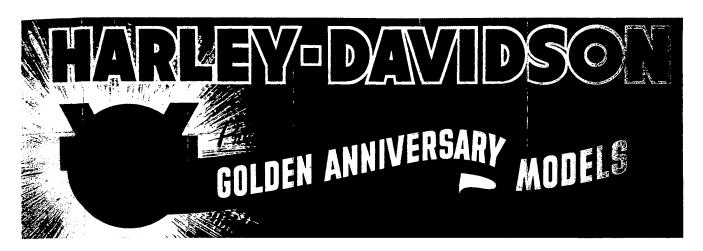
JOE LEONARD WINS 100-MI TIME-ONE HOUR, 51 MINUTES, 3.91 SECONDS... NEW

IOLDS WINS 25-MILE NOVICE ON

LACONIA, N.H. - ONE-MILE ROAD RACE COURSE - JUNE 20, 1954

1954

While the 750cc flathead K Model was making its mark on the nation's streets, the KR racing version was sweeping the nation's tracks in the early fifties. The KR dirt track racers (and later the road racers) went on to virtually dominate the American racing scene until the end of the sixties, when the overhead valve racing era began.



TOPS EVERYING ILOSO



1954-55

All the 1954 models carried a handsome bronze medallion on the front fender boasting "50 years, American made." In 1955, Harley-Davidson had the most complete lineup of motorcycle models in the world. Harley-Davidson had something for every two-wheeled enthusiast, from 125 and 165cc two strokes to touring and sport bikes, plus Servi-Cars and sidecar rigs for those seeking a third wheel.

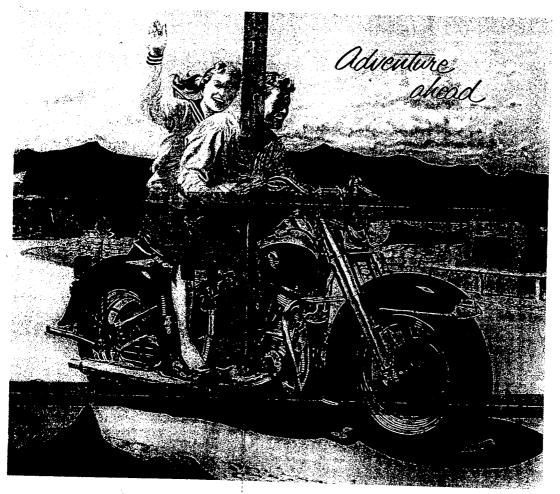
1956 (Next Page)

The 750cc Model K was an instant success when it debuted in 1952. The K model evolved into the faster 883cc KH in 1954, but the KHK version, with racing cams and polished heads, set the pace for this model line.

Rich the Record



Maker



740HV HARLEY-DAVIDSON '57 HYDRA-GLIDES













1957

With the Indian Motorcycle Company closing a few years earlier, Harley-Davidson emerged as the sole manufacturer of large touring motorcycles by the mid-fifties. Despite the hardtail frame, the Hydra-Glide was the epitome of Harley-Davidson touring motorcycles in 1957. The next year, a vastly more comfortable ride was introduced with the rear suspension featured on the Big Twins.



1957 HARLEY-DAVIDSON

moner some a narce to beat . . . the beat ride in motorcycling coupled wit set excising singine in motorcycling. erred from tip to traillight to provide you, the rider, the ultimate in sector or and riding pleasure.







NEW MORE DURABLE "H-D 100" FINISHES

FOR THE SPECTACULAR IN SMOOTH RIDING









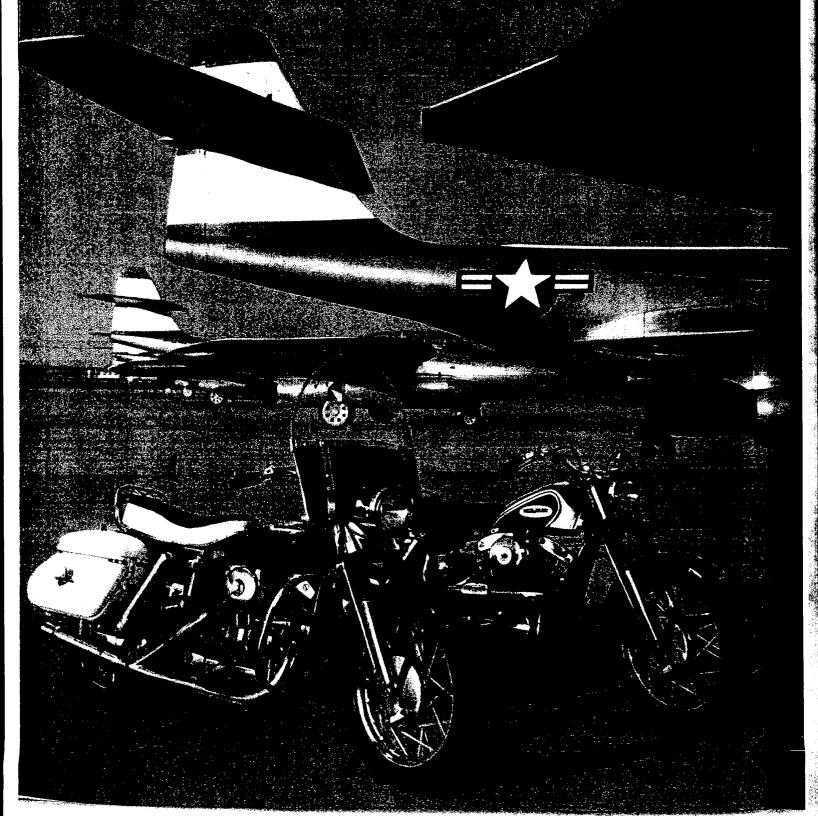
1957

In 1957, a new Harley-Davidson model roared into the motorcycle world. The 883cc Sportster, with its overhead valve engine and integral 4-speed transmission, gained rapid acceptance on America's roads and is generally acknowledged as the first of the superbikes.

NEW

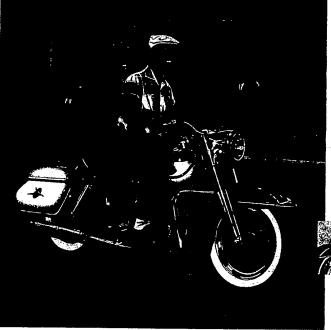
HARLEY-DAVIDSON

SPORTSTERS FOR



Nestled under the tail of a Voodoo jet fighter, Harley-Davidson proudly presented its two Sportster models for 1961. Dressed for sport touring, the H on the left sports hard bags, windshield, two-up seat, and a four-gallon gas tank. The fast and nimble CH on the right is ready for street or trail with its high exhaust pipe and sport handlebars.





most wanted... most preferred...

60 HARLEY-DAVIDSON

No other matercycle origon the world-solde greating of the Harbey-Davidson DUO-GLDPES. Two year contact by all and posterred by courseast the process of the control of the process of perfection. I based with performence. A adaptase is extent confert and of yield for beauty f. And, the new "lack insh" Hardligh North and the core beauty into a three three beauty for the control of the performance.



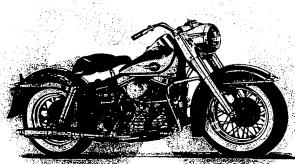


1960

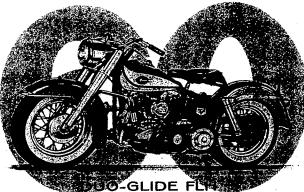
The 1960 Duo-Glide was offered in four versions. The high-compression Super Sport was available in hand shift or foot shift, as was the lower compression Sport Solo. All could be ordered in Hi-Fi Red, Blue, or Green, with white accents and a full complement of accessories including colored windshields, bumpers, deluxe saddle, and a host of chrome add-ons.

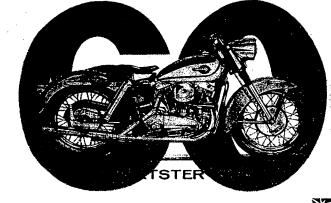
1960

Skyline Blue and white or black and white were the stock colors of the 1960 lineup of lightweight, sport, and touring models from Harley-Davidson. However, it was the nearly iridescent Hi-Fi colors of Red, Blue, or Green that really made them stand out.



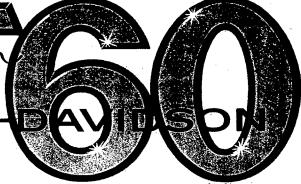
DUO-GLIDE FL

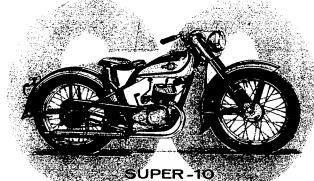


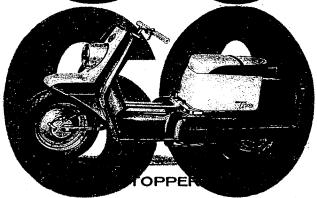


SPORTSTER XLCH

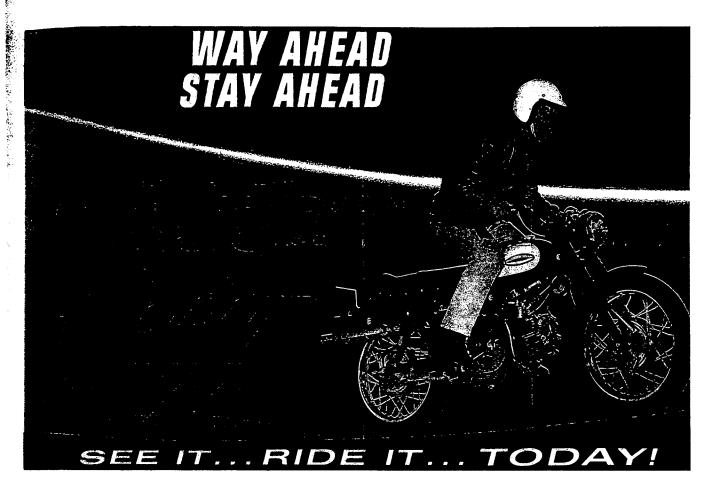
Stand out in WITH A
NEW HARLEY-







DISTINCTIVELY DIFFERENT DUO-GLIDE HARLEY-DAVIDSON



1962

To compete with the influx of lightweight motorcycles from Japan, Harley-Davidson began importing 4-stroke singles from its plant in Italy in 1961. In styling, performance, and handling, the 250cc Sprint, with its horizontal cylinder, was a match for its competition. The 1962 Model H, with its high exhaust, was especially attractive to off-road enthusiasts.

1961

Distinctively different in paint scheme only, the 1961 Harley-Davidson models were offered in black and white or red and white with the same optional Hi-Fi colors available the year before. The motorcycle market experienced a slump in the late fifties and early sixties, so it was difficult to justify the cost of dramatic product changes.

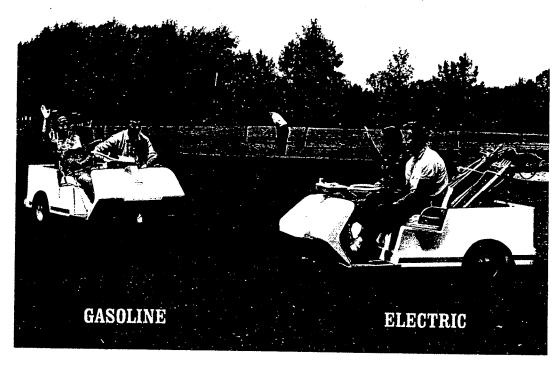


HARLEY-DAYID



HARLEY-DAVIDSON

DEPENDABLE, ECONOMICAL, EASY TO OPERATE, QUIET, COMFORTABLE

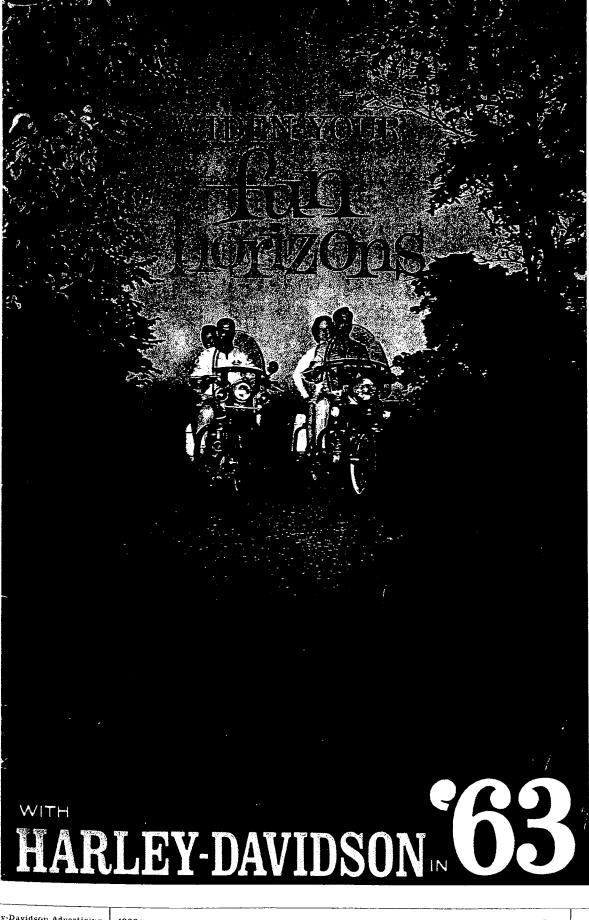


1962

Attempting to broaden and diversify, Harley-Davidson introduced a line of gasoline and electric golf cars in the early sixties, with fiberglass bodies manufactured at the newly acquired plant in Tomahawk, Wisconsin. By the end of the decade, Harley-Davidson accounted for a third of the U.S. golf car business.

1963

Despite having lightweight motorcycle offerings from both its American and Italian plants, Harley-Davidson's main emphasis was on the Sportster and Duo-Glide models, with their powerful V-Twin engines. Sales had dropped to an all-time post-depression level by 1963, and Harley-Davidson stressed the joys of two-up touring in order to stimulate sales.





1964

The freedom of the open road has always been a lure for the Harley-Davidson rider. The entire lineup of 1964 Harley-Davidson motorcycles is depicted in this artist's rendering of a group of Harley riders on a country lane.







AERMACCHI HARLEY-DAVIDSON









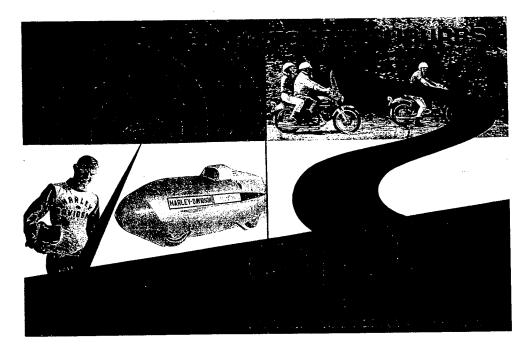


da un binomio famoso le moto di alla qualità



1966

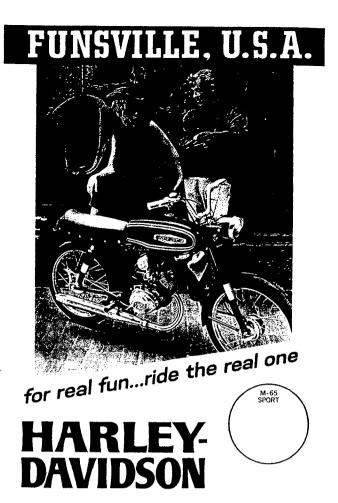
Harley-Davidson imported a line of lightweight motorcycles, including the 250cc Sprint, built in a subsidiary plant in Varese, Italy. Aermacchi Harley-Davidson marketed a larger and markedly different line of the same model directly to the European market.



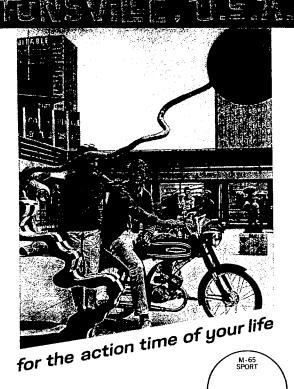
1966

In 1965, a streamliner powered by a 250cc Sprint engine set a land speed record on the Bonneville Salt Flats and returned a year later to break its own record. The engine used was a racing version of the same one that powered the street models of the Sprint, a fact Harley-Davidson was eager to publicize.

Traditionally known for building large, quality, V-Twin-powered touring and sport motorcycles, Harley-Davidson sought to attract a younger rider to its fold by offering a line of lightweight motorcycles built in its Italian subsidiary plant, Aermacchi Harley-Davidson. Inexpensive to own and operate, they were often presented as being fun vehicles to ride.







HARLEY-**DAVIDSON**

FUTSWILE, U.S.J.

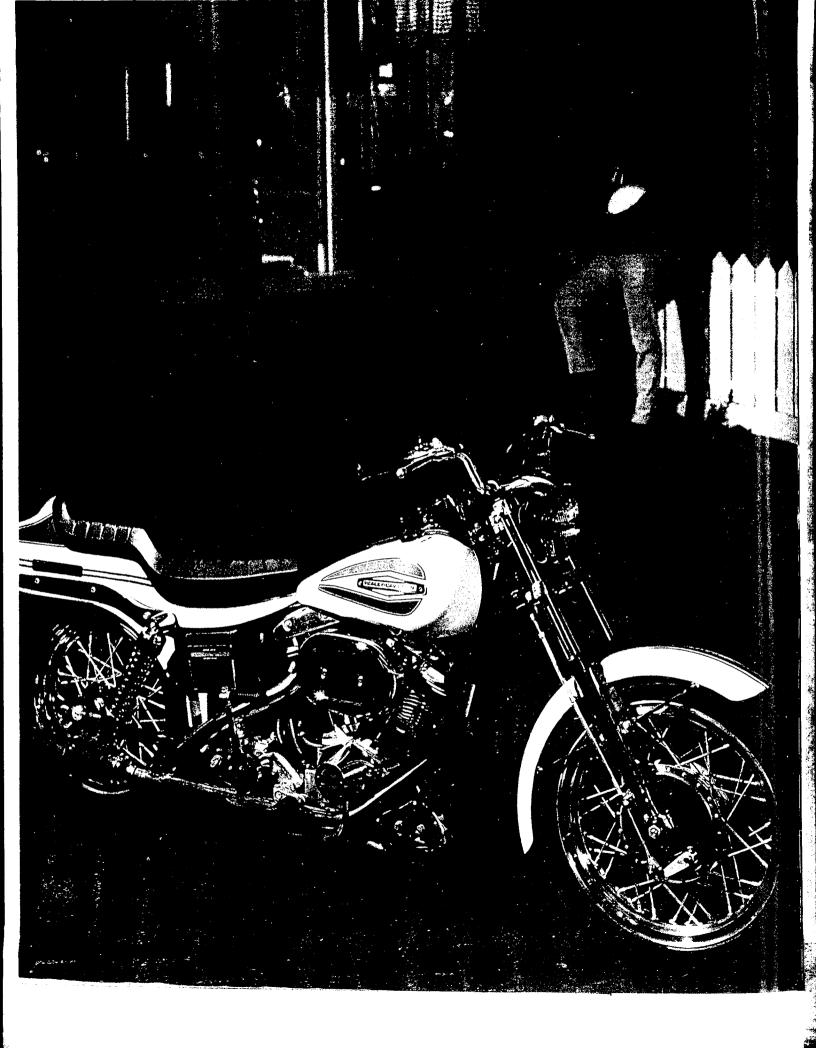


HARLEY-**DAVIDSON**



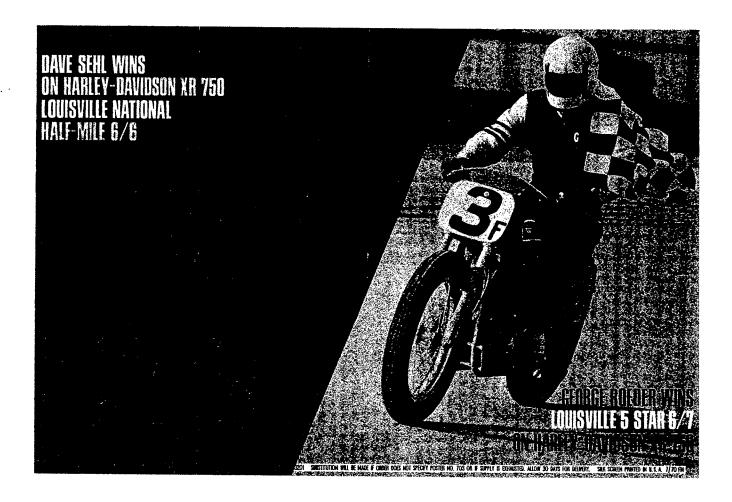
1967

The Swinging Sixties were a time of free styles, bright colors, straight hair, and pale lipstick. Harley-Davidson was always quick to incorporate the latest trends into its advertising pieces. The little 65cc singles, with their bright colors and low cost of operation, appealed to the young and hip crowd.

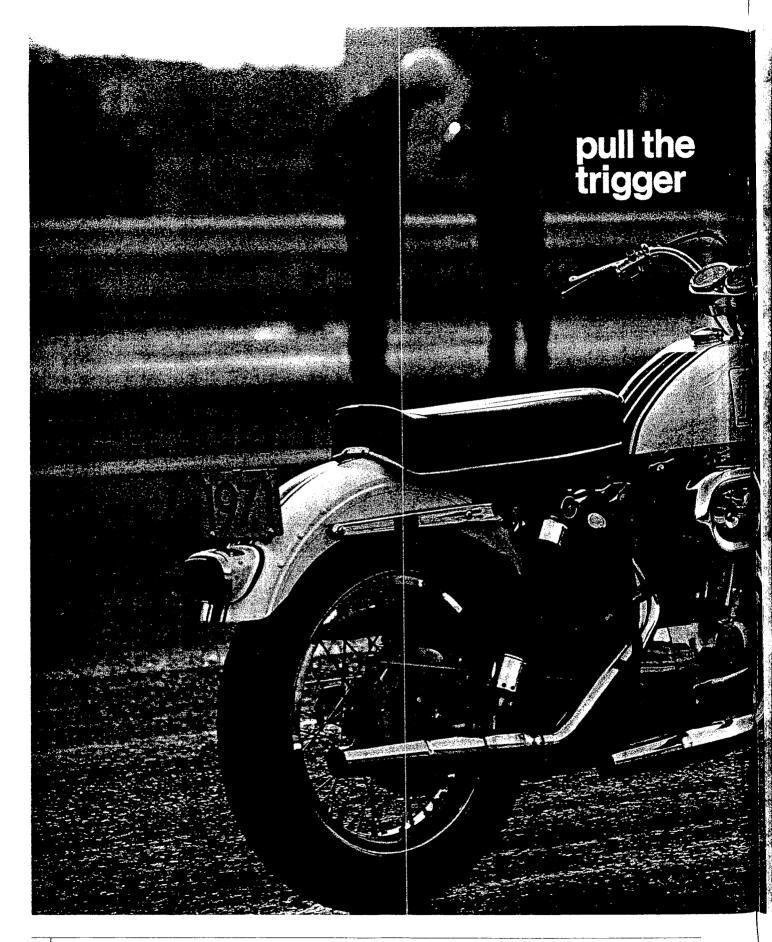


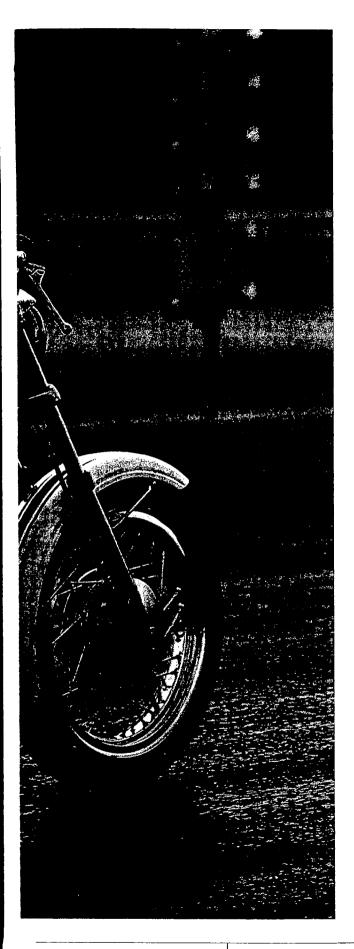
The headline for the 1971 introduction of the Super Glide was meant to evoke a hint of mystery about this first-ever factory custom. The "night train" headline (not pictured here) that originally accompanied this ad was an allusion to a popular song from a few years earlier and was never meant to be the nickname for the motorcycle itself, though many mistakenly called it that.

Throughout its history, Harley-Davidson has produced posters to advertise its racing victories. In 1970, the posters were few and far between as the Company was forced to race the stopgap iron-head XR-750 because of rule changes. The early XR was fast enough, but often ran too hot to make it to the finish line.









1971

The Sportster reigned supreme as the ultimate superbike in the sixties. By 1970, though, its fame as one of the fastest bikes on the road was fading. Nonetheless, the Sportster maintained a well-deserved reputation for delivering arm-wrenching torque and bullet-like acceleration.

You'll never forget your first Harley-Davidson.



Neither will we.

Your first Harley-Davidson—a snowmobile built with a difference. Style that stops your mind. Hot lines, hot performance. An all-new 398cc 2-stroke twin; designed, developed and manufactured by Harley-Davidson.

There's another Harley-Davidson difference, one that can be even more important to you. Most manufacturers started with a machine, and then went looking for dealers. Harley-Davidson began looking for dealers in 1903.

Harley-Davidson owners will never be left out in the cold. We build a quality machine. And put our name and years of experience in recreational vehicles solidly behind it. Trained, qualified

dealers. Service and parts, locally available. In snowmobiles — as in motorcycles — Harley-Davidson means performance today. And service tomorrow. AMF | Harley-Davidson, Milwaukee, Wis. 53201.

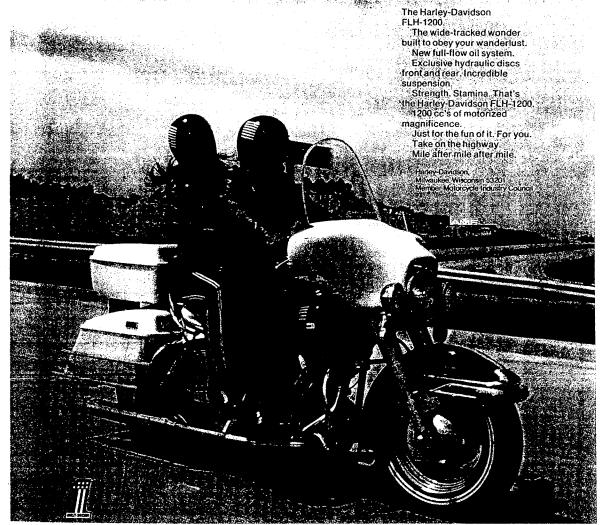


it's the year of the Harley-Davidson difference.

1972

When Harley-Davidson entered the snowmobile market in 1971, the Company believed its strongest trump card was having an established dealer organization backed by a reputable vehicle manufacturer. The Company hoped first-time snowmobile buyers would liken the experience to that enjoyed by the motorcycle enthusiasts.

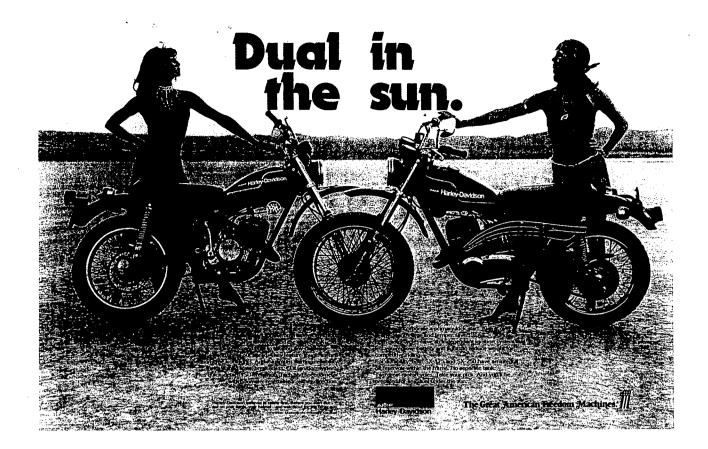
Love affair. Mile after mile after mile.



Harley-Davidson FLH-1200. The Great American Freedom Machine.

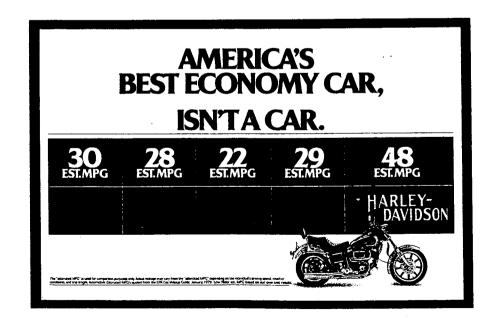
1973

Advertised as one of the Great American Freedom MachinesTM, the 1973 FLH-1200 staked its claim as the ultimate in over-the-road excitement and touring pleasure. Interestingly, the entire product line was referred to only by model designation at the time, with product names such as the Electra Glide having been dropped in favor of letter and number designations.



1975

In the waning years of the Italian lightweight era, Harley-Davidson hoped a sexier image would help sell the 175cc and 250cc two-strokes. With its play on words and models facing off in the desert sun, this 1975 ad presented a hip image of the Company's small model offerings.





1977

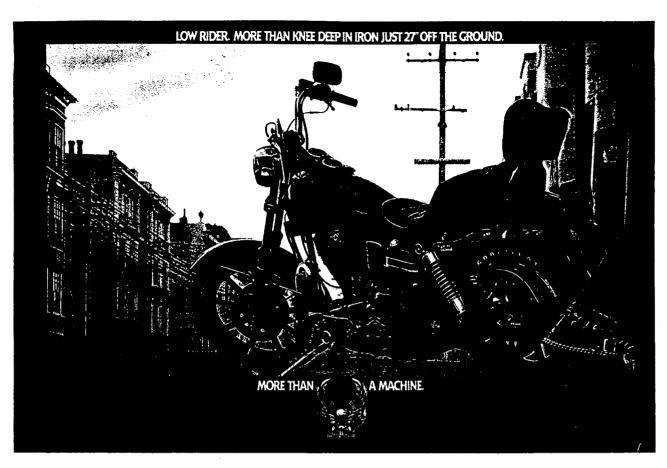
Not since the twenties was a company officer thrust into the limelight at Harley-Davidson. In recognition of his growing acclaim in the motorcycle world, coupled with a growing list of striking new models, Willie G. Davidson began to be featured as the prime mover behind creations such the dark and handsome 1977 XLCR Café Racer.

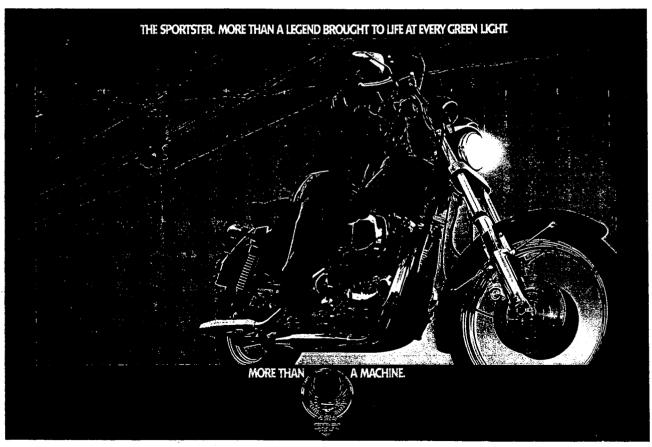
1979 (left)

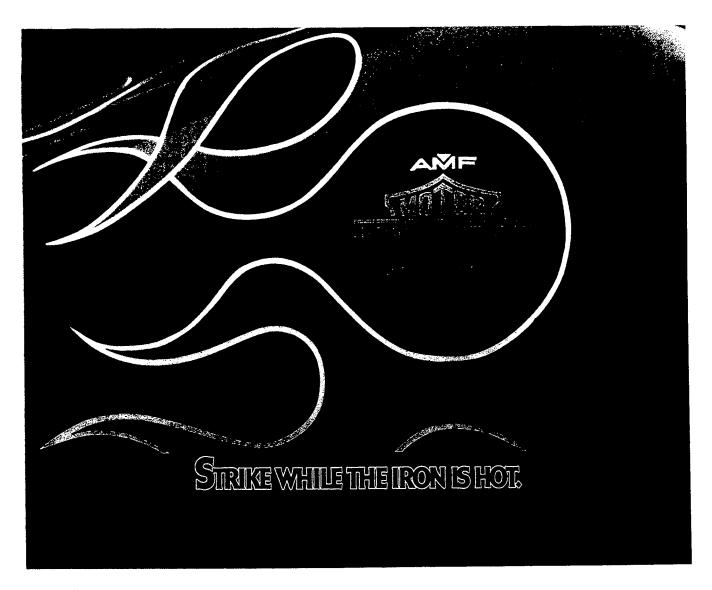
The gas shortages and rising prices of the mid- to late seventies led Harley-Davidson to position its motorcycles as economy vehicles. With estimated gas mileage far exceeding even the most frugal of the American subcompacts, the Low Rider® could deliver cheap transportation and be considerably more fun to drive.



In the mid-seventies, Harley-Davidson adopted the eagle as its unofficial mascot (though the earliest usage dated to the thirties). By 1980, arty versions, including flamed, chromed, traditional, and neon eagles, were incorporated with the corporate logo.







1980

Harley-Davidson's most radical paint job to date appeared on the 1980 Wide Glide®, a motorcycle as wild as the orange and yellow flames that adorned its tank. With its wide-placed forks, bobtail rear fender and striking paint, the Wide Glide was an instant success with bikers seeking the custom look.

1980

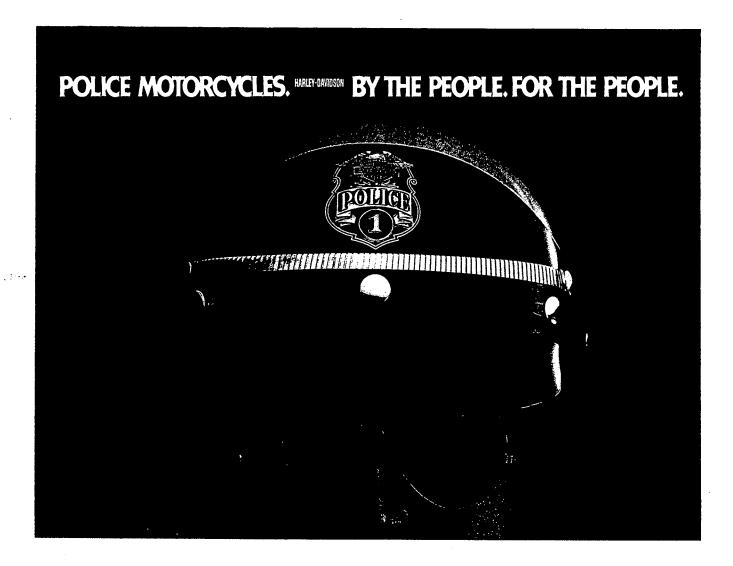
After decades of presenting a squeaky-clean image in its advertising, Harley-Davidson finally acknowledged its core rider by offering ads with a distinct edge. The Low Rider and Sportster are presented here in gritty, realistic settings unlike the race tracks or park-like settings of previous years.

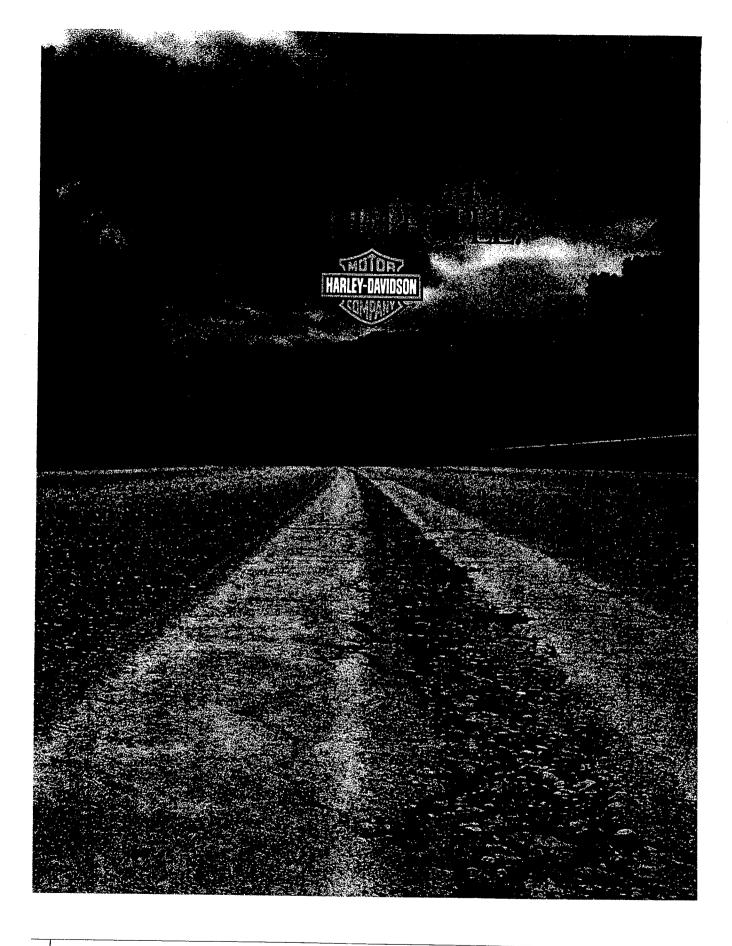
The conglomerate AMF Incorporated owned Harley-Davidson from 1969 to June 1981. During that period, the association was a sore point for Harley-Davidson enthusiasts who wanted the Motor Company to control its own destiny. Riders were thrilled when the news broke that, at last, the eagle soared alone.

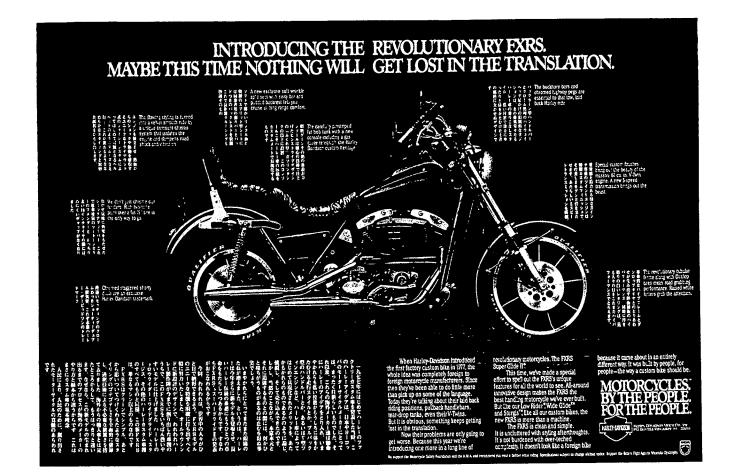


COMMEMORATING THE RETURN TO PRIVATE OWNERSHIP OF HARLEY-DAVIDSON MOTOR COMPANY JUNE, 1981

Supplying motorcycles to the nation's police force has been an important part of Harley-Davidson's business strategy since Detroit bought its first fleet in 1908. Many of the Motor Company's engineers, designers, and marketing force were (and continue to be) avid riders who could identify and address the concerns of the mounted officer.







1983

As early as 1909, Harley-Davidson Motor Company was running ads decrying the fact that its competitors were copying the design and features of its motorcycles. With the advent of the cruiser class, history soon repeated itself. By 1982, Harley-Davidson was once again producing ads directed at its imitators.

1982

Paraphrasing the famous closing of the Gettysburg Address, Harley-Davidson was eager to point out that its motorcycles were designed and built by real motorcyclists, just like the people who bought and rode them. This closeness to the rider has been a recurring theme with the Motor Company since its earliest days.

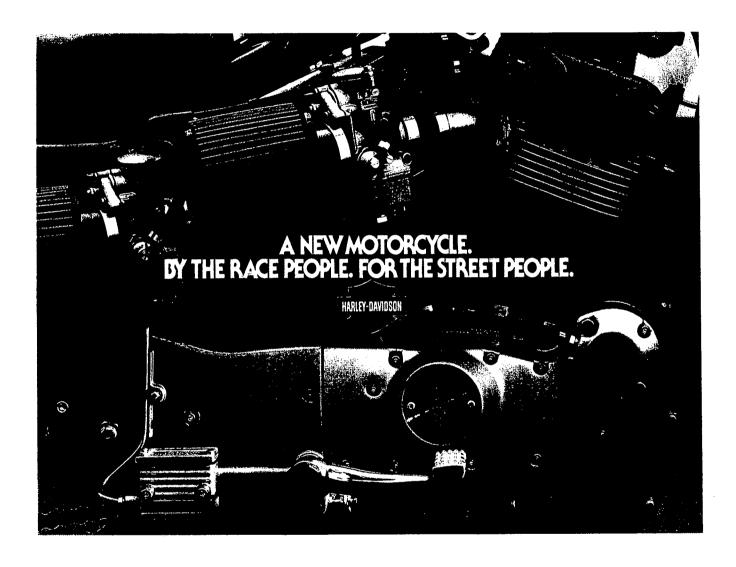
There had been a long-running perception in the early eighties that certain Harley-Davidson dealers did not want competitive brand motorcycles in their lots, and in some instances, preferred not to sell to their riders. Harley-Davidson sought to make it clear that all motorcyclists shared a common interest and that all were welcome under its Bar & Shield.

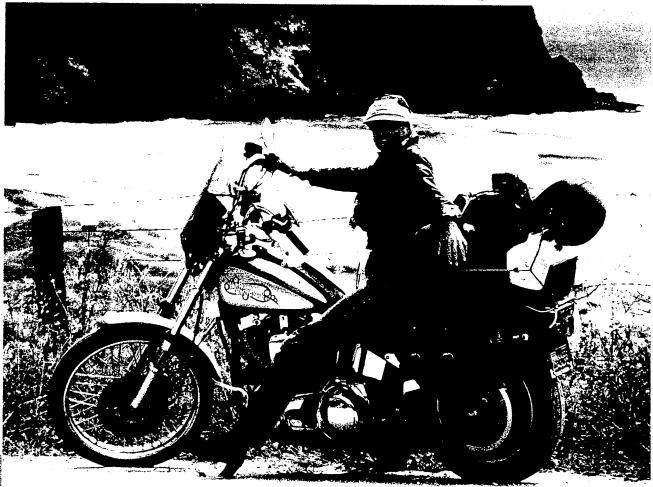
Long known for solid, quality construction, the Harley-Davidson motorcycle was a machine for the ages. This philosophy was in marked contrast to that of its overseas competitors, who were burdened with a reputation for building bikes that were more or less interchangeable with one another and somewhat disposable.



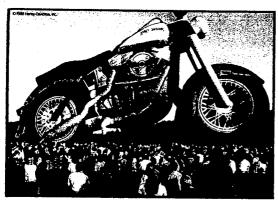


The total domination of the nation's dirt tracks by the XR-750 race bike promoted a cry for a street version to rule the asphalt. In 1983, Harley-Davidson debuted the XR-1000, a model with an engine derived from its racing cousin. Despite being billed as the fastest Harley-Davidson street model ever built, the XR was discontinued after only two years.





A woman's place, we all know, is wherever she wants to be. And there's no better way to get there than on a Harley. So join the club that put the "move" in the women's movement, the Harley Owners Group, by visiting your local Harley-Davidson dealer or calling 1 (800) CLUB HOG.*



THANK GOD THEY DON'T LEAK OIL ANYMORE.



WOULD YOU SELL AN UNRELIABLE MOTORCYCLE TO THESE GUYS?

When it comes to motorcycle technology, we've risen to new heights.

1986

The Evolution engine forever changed the image of Harley-Davidson motorcycles as being unreliable, oil-leaking machines. This ad, featuring the Heritage Softail®-shaped hot air balloon of U.S. tycoon Malcolm Forbes rising above a sea of onlookers, poked fun at that earlier reputation with tongue-in-cheek good humor.

We don't will a wall of the control of the control

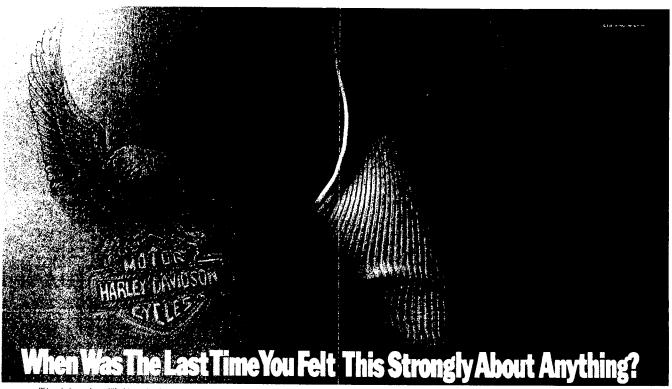
1987

With its quality problems in the past by 1987 and the corporate bottom line firmly in the black, Harley-Davidson could afford to lampoon its former dubious reputation. It was evident that the new Harley-Davidson motorcycles were far superior in reliability and performance than their predecessors, and the Motor Company was quick to get the word out.

1987

In the seventies, only a tiny fraction of Harley-Davidson riders were women. With the introduction of the cleaner, more reliable Evolution motor in 1984, an increasing number of female enthusiasts bought their own rides. Just four years later, Harley-Davidson was actively recruiting women to join its factory club, the Harley Owners Group.

You never see an automobile name, or even that of one of Harley-Davidson's competitors, tattooed on the owner's body. This is an honor reserved only for America's premier motorcycle and illustrates the devotion of the rider to the brand and lifestyle.

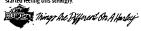


Wake up in the morning, and life picks up where it left off. You do what has to be done. Use what it takes to get there. And what once seemed exciting has now become part of the numbing routine. It all Begins to feel the same. Except when you've got a Harley-Davidson. Something strikes a nerve. The beartfelt thunder rises up, refusing to become part of the background. Suddenly,

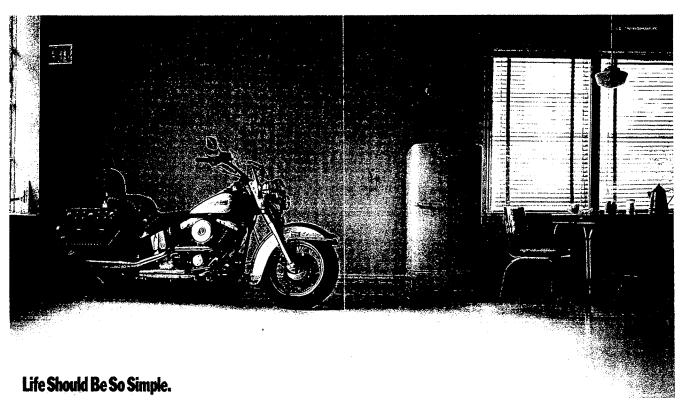
things are different. Clearer. More real. As they should have been all along. The feeling is personal. It affects everyone a little differently. For some, owning a Harley is a statement of individuality. For others, owning one means being a part of a home grown legacy that was born in a timy Allwankee shed in 1903. Regardless of the reason, more people

are getting to know the feeling. Harley-Davidson has reemerged as the number one selling brand of super heavy weight motorcycles in the U.S.A.*

To the uninitiated, a Harley-Davidson motorcycle is often associated with a certain look, a certain sound. Anyone who moss one will telly on it's much more than that. Riding a Harley changes you from within.



This 1988 model reminded riders that life was once less complicated. The Heritage Softail, with its 1950s retro look, offered a return to simpler times and encouraged riders to escape modern complexities by indulging in a simple pleasure—riding a Harley.



nost important things were the essentials—food, shelter and cotoling. Things a person card to without, from our than a few motocycle riders, the first was one intended for motocycle riders, the first was one item longer. A Harley-Bavidson' was an absolute necessity.

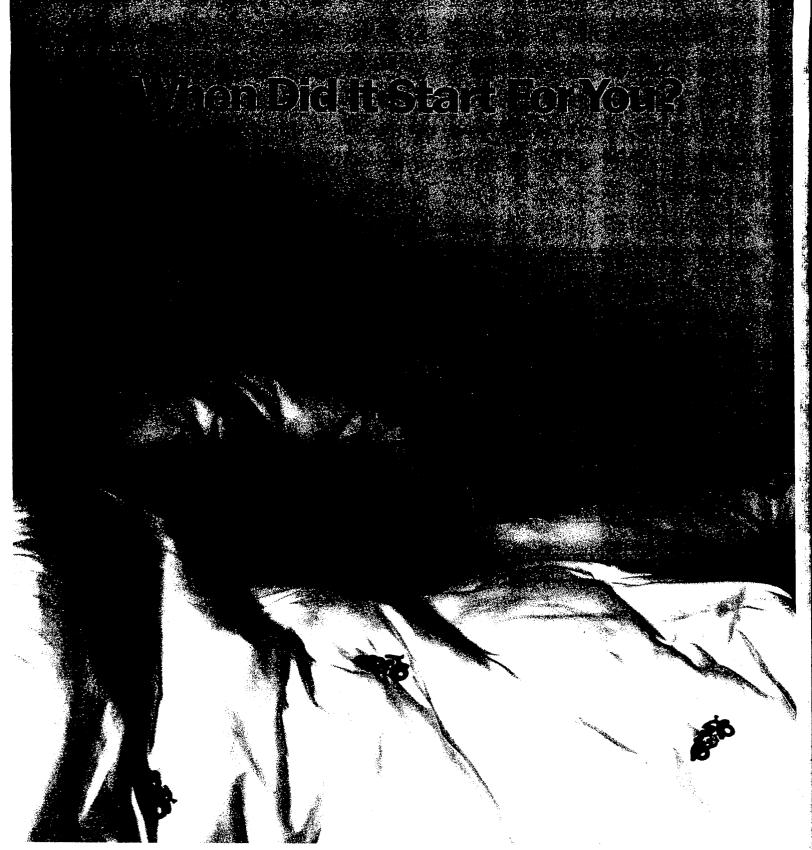
Everyone had all kinds of reasons for why their Harley.

Hydra Glide" and a road. The styling is pare Harley.

classic, with two tone pain, leather bags, and brilliant chemie. The V*Ecolution* engine is a treat for the eyes, And the ears. The sound is bose, powerful, and about as straightforward as it gets. There inglithe some point in your life when you just can't do without a Harley Davidson. Don't be surprised.

1989 (Next Page)

Many Harley-Davidson enthusiasts have been riding for decades. Some are second, third, or even fourth generation Harley riders. As this ad so poignantly points out, motorcycling is more than just a sport-it is a way of life that involves and encompasses the whole family.

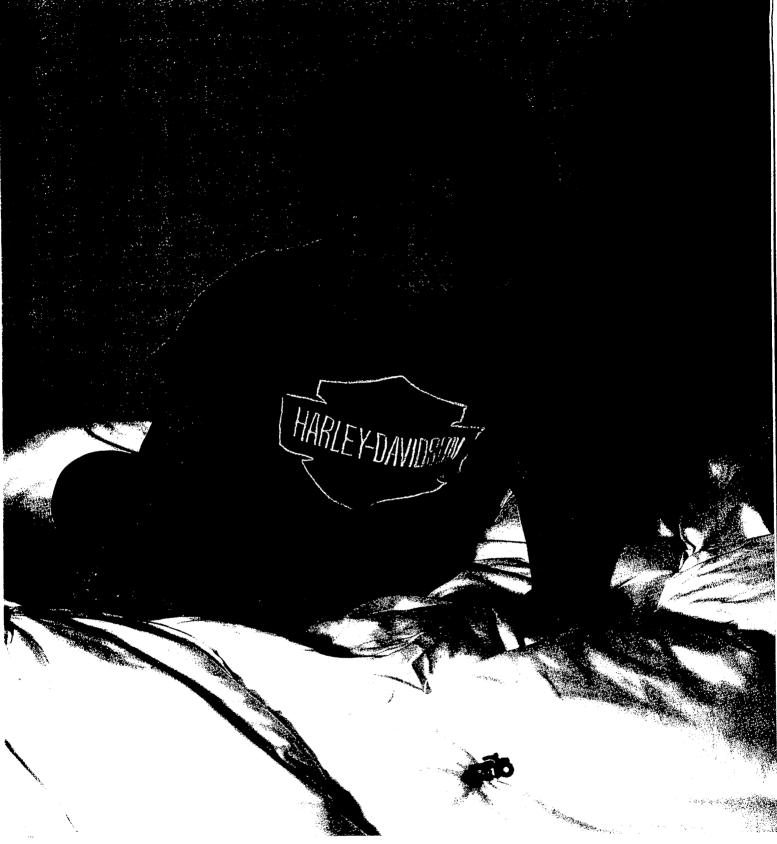


Maybe it was the first time you heard one, as the sound entered your ears and reached all the way in until you could feel it in the pit of your stomach. Or maybe it was the first time you knelt down and lost yourself in your own liquid reflection in a stretch of chromed steel. Maybe it was yesterday. Maybe before you can remember. It doesn't matter. Sometime, somehow, it started. The

urge to have a Harley-Davidson* took hold. And from that

point on, you were very different.

It didn't stop there. The feeling kept after you, like a song you couldn't get out of your head, tugging at you until you did something about it. Maybe you worked a little harder or a little longer. Refigured some priorities. Whatever it took. Until the day came when, finally, you settled



into the seat of your very own Harley." Still it didn't stop.
You were all the way in. A Harley-Davidson owner.
You became part of a home-grown legend, and a unique way of looking at the world. You bought into a philosophy that translates into motorcycles that rise above mere machinery. Motorcycles that don't answer to simple logic.
And don't lend themselves to complicated explanation.

If you own one, no doubt you understand.

Maybe you were made to be a Harley owner. Maybe you were born to be one. When did it all start? Only one person can answer that question.

I Things Are Different On A Harley

©1989 Harley-Davidson, Inc. We support the AMA and recommend you wear a helmet and protective gear, always ride with your lights on, and watch out for the other person while riding

The Only Motorcycle Manufacturer That Could Have An 85th Birthday Party, Is Having One. The Homecoming. June 10-18, To Milwaukee.

1988

Harley-Davidson celebrated its eighty-fifth anniversary in grand fashion by renting a festival grounds on the shore of Lake Michigan and hosting tens of thousands of Harley-Davidson enthusiasts from all over the world at a day-long party that featured good food, rousing music, and the camaraderie of motorcycling.







ON A HAR

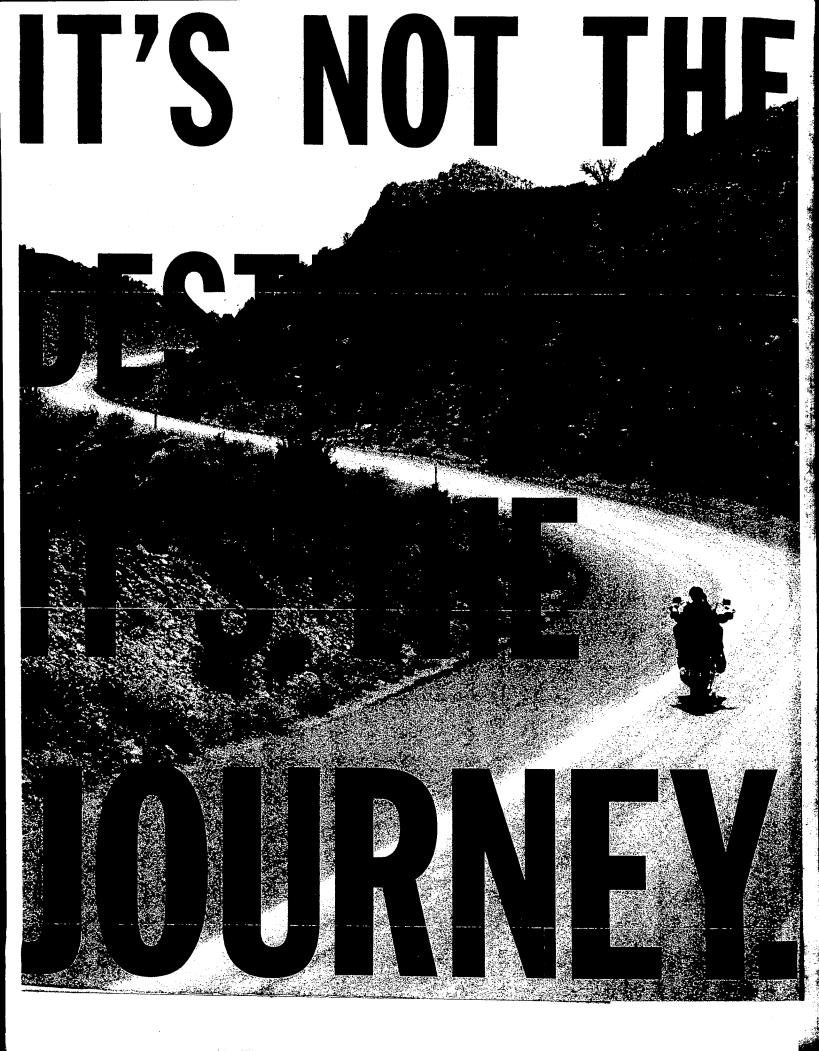
SEE YOUR NEAREST HARLEY DEALER





1989

What greater call to action could there possibly be than a patriotic appeal from the nation's symbolic uncle? As the sole remaining American motorcycle manufacturer in 1989, this was a clear request to the nation's riders to support America's motorcycle.

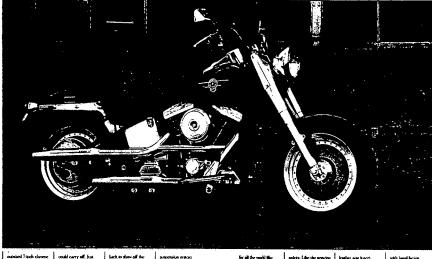


Some say getting there is half the fun, but actually, it's all the fun to Harley-Davidson riders. Whether out for an afternoon ride or touring cross country, the thrill of experiencing the open road on a Harley-Davidson motorcycle in the company of friends is the greatest thrill in motorcycling.

and Regard

At six hundred and fifty pounds, who'd dare call it a scooter?

Make way Devidson' Scoory The fin Boy! Scouter, nothing Year're looking as a From the frust wheel to the lack, and everything in betw the fit floy is a mutorcycle that give ond sold. It's powered by 80 addic lawhor worth of V' Evolution' orgin The Dig Tota feels o shotgum-style dual fasiolocii in brillia The fet floy abounds Leading the way is an



First thing you'll notice is the nostalgle sweep of the hunest-to-fallie full-rised floodsmark There is nothing suisting big time. It may be a bit much far some That's feet. The fee Sky with this beavvertals and you might notice aund his Buy sts?

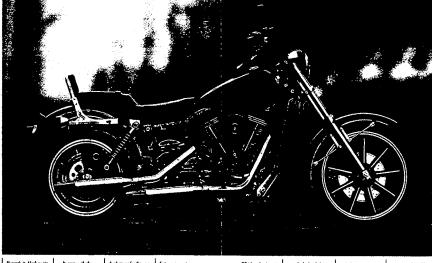
housingly only a flarley nebber. Bringing up that delivers a smooth ride while backing

a true hard tall. On to water of the finer

And the special batter

It's not the town as much as the horse you rode in on.

And whenever it a language a prices of Black Hills mystique The Harley-David-uni Stungist And when it secuncil to rull off availed a time when i would exten Now is that time. The Storais is back, locking for all the world se if à had ocuer gene. Lung-time Harley nce truly know it. Recount there has never foots ausalier motorcycle, Harley



Dyna Clinic charges

point engine isolation

of the best-riding Herbys ever his also over of the

Harleys ever, for examp

down the road with a Great best direct town the mysters of And just as the Gallski have extended to the at last, the motorcycle is been returned

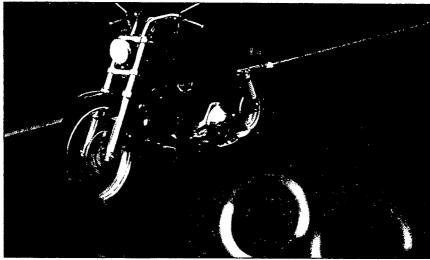


1990

As Harley-Davidson's dominance of the U.S. motorcycle market accelerated, the Motor Company could adopt a saucy, flippant attitude in its advertising, secure in its popularity.

When was the last time you met a stranger and knew he was a brother?

the highway turns into The planear of two people who are no just passing strangers Two Flarky 'riders. If you're one of these riders, you know The two of you have een though quite a quick payening ride usef nut consing back until dark. Following may just for the pur fun of it. Forgesting to step and car. Common experiences that becau the Harter-Devident FXR series -- The Server Gide; the Law Riders



grand-adding terque, the Big Fute social acreer insupired When you risk a Harky for the first elicke, Kan samit hed rider as a steason leathers.

and the Sport Glide!

Six different Harless road. They have a

of that sensitity come

and a 39mm fork that affects that emile sure handling. Which

means that any FXR is winding back road. At ar much at beene us the the heart of a all is the

What's the last thing to go through a june bug's mind?

A rister micht kanth petite: if- just acorder here not be rither a always Event anner yo where the marking to two tile rider and the Lord Biller' Convertible is all into the standard the just dissort sit still for very Leig. And the mean Like all FXR-aris Harles -, the Grenorabile brine-luise mita

Diffee V* Evolution fer and ob Development that, the feat

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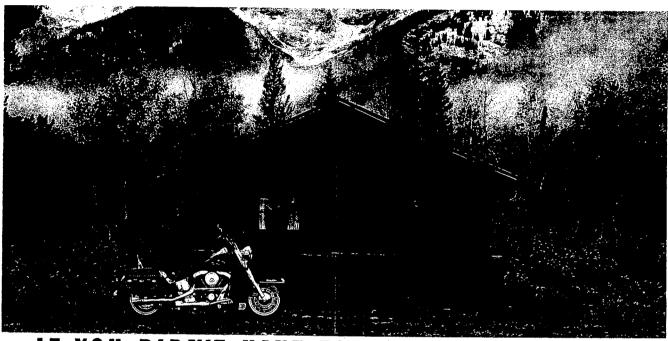
Mar all com

the next high unkny

1990-91

Humor and the camaraderie of the open road have been recurring themes in Harley-Davidson advertising, reminders that the sport is intended to be enjoyable and fun.

Harley-Davidson riders have always been a breed that seeks the road less traveled. In 1992, Harley-Davidson asked riders what would they rather be doing if they didn't have to deal with the demands of everyday life. Freedom from the cares of the modern world and a new Heritage Softail summed it up nicely for most.



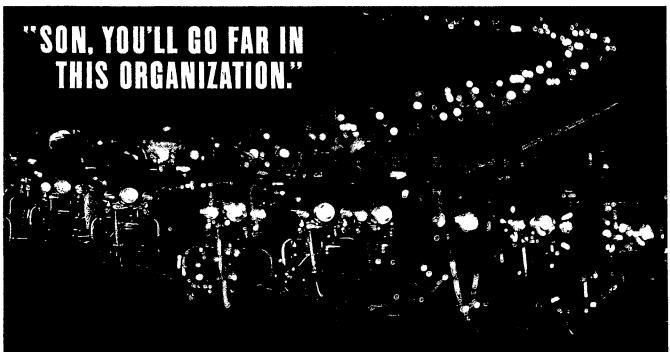
IF YOU DIDN'T HAVE TO ANSWER TO ANYONE, WHAT WOULD YOU DO?

Responsibility can get pretty heavy at times. There are hills to pay appointments to keep, time clocks to punch, vays someone looking ower your aboulder, sometimes it can feel file you're on a short letch with a tight collar. If could do something just because you wanted to do it, would you? At Harley Davistoni, we did. One took at the frage Softwi! Classic could tell you that. This is a motorcycle that has nothing to do with the daily grind. It was

made for fun. If you doubt that, take a listen to the Evolution' Big Twin as it sings of good times in the great unknown. It has a special ability to pull you father and farther away from anything resembling the net race. Machines like this don't just happen. But in building the Heritage Softail Classic, we really had to answer only to ourselves. Maybe it's time you thought about doing the same thing.



Harley Owners Group, or H.O.G., was founded in 1983 in order to bring Harley riders together to share riding experiences. With over 600,000 members, it's the largest motorcycle organization in the world.



The hear meetings we have take place under an open sky, ficting it what the Harley Owners Group's shout.

It's an organization of more than 225,000 individuals ske believe that the important thing is to be out there in the wind.

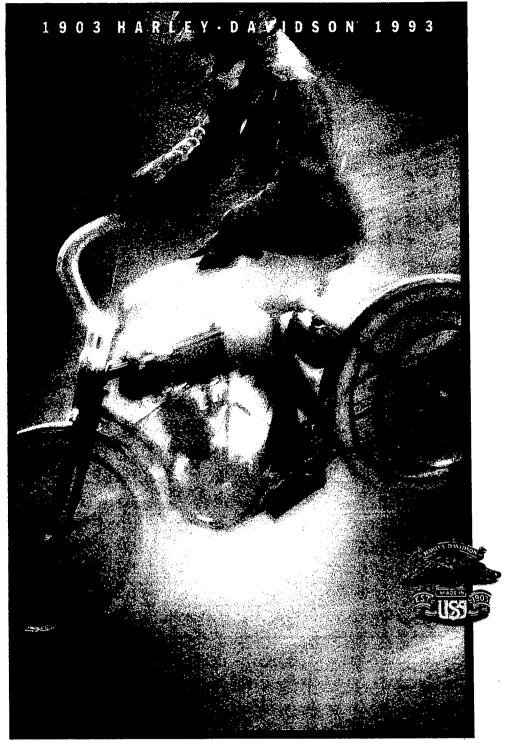
As a manager of the second sec

A me-year membership is automatic when you hay a new Unrley Davidson."
Whother it's board rido van ammad event such as our regional and national 11.0.2. 'radies, you'll have plenty of chances to get in the radial and go. Of course, there are fringe benefits, too.

for which are small after the medical small response to the company of the say, beginning that a consequence of

As a member, you'll receive a 11.0.0 pin, pately, membership eard and touring handbook, along with a subscription to Hog Tales' magazine. You'll also have access to me Fly & Blod' program, emergency pick-up service and more.

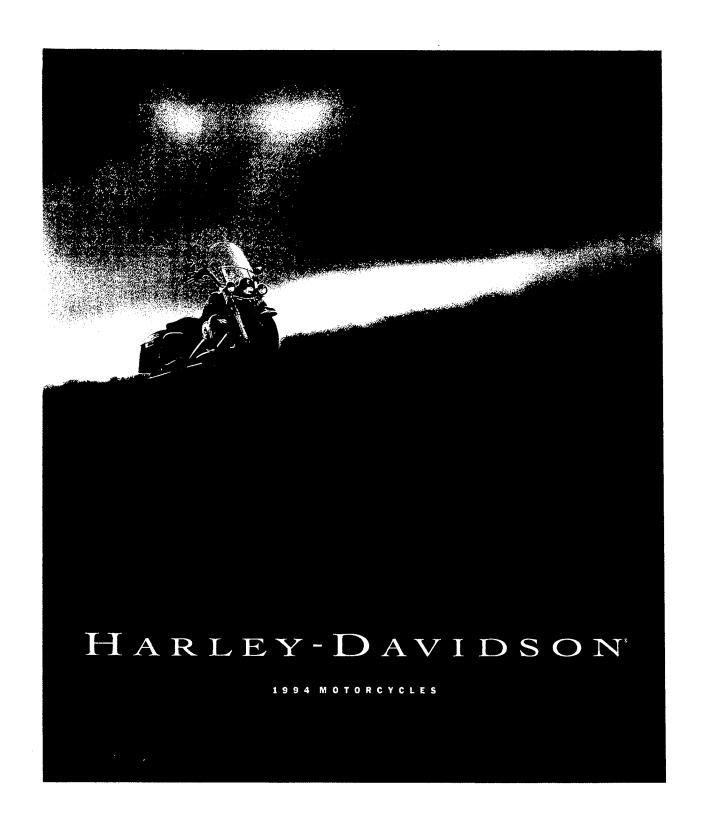
Your Harley Davidson dealer can fill you in on all the details, or you can bearn more by calling 1-8000-CLUB-HD9. If you've got what it takes to get in, namely a Unries Davidson motorcycle, you're on your way.



· 1993 Motorcycles ·

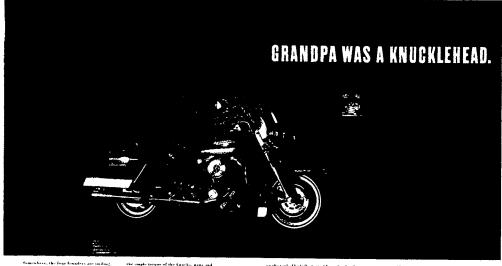
1993

Celebrating its ninetieth birthday in 1993, Harley-Davidson called attention to its history and heritage by picturing a replica of a 1903 model on the cover of its prestige literature. Several of the anniversary models sported special two-tone paint and cloisonné tank badges commemorating the event.



1994

Wide-open spaces and Harley-Davidson have always gone together. The launch of the Road King® introduced a new element to sport touring with its FL power train in a stripped down, sportier chassis and ample chrome.



Somewhere, the loop funders are suiting.
Look what has opening from the blundtimes they
established in many years ago.
The Electra Glide Wood King!
Cast in eye on the Evolution Tig. Exit.

the simple torque of the knocks, pairs and chartels that came before it. Ant to mention the roads, as aspose bridge enough to get within earther could tell you.

of conditional and the state of the state of

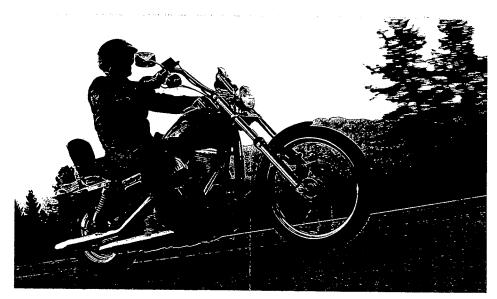
detachable windshield and passenger pillion, which makes for fast conversion to a crusting look.

tent of program have home bloods on the family tree!

For the Barley-Baselina dealer materials and tells 2000

1994

The overhead valve Big Twin, here pictured as a 1994 Road King, had its origins in the Knucklehead engine of 1936. This ad pays playful homage to the fact that, decades later, the lineage is clearly defined.

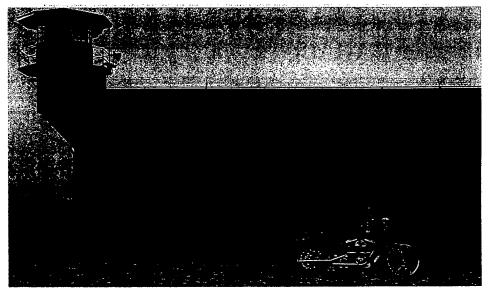


The boss's thumb don't reach this far.



1994

With the pressures of the modern workplace sometimes difficult to escape. Harley-Davidson riders had a friend in the Dyna Wide Glide. Wide-spaced forks graced by a twenty-one-inch laced wheel, apehanger bars, forward controls, and a bobtail rear fender all combined to deliver the rider to a place on the open road not even the boss could reach.

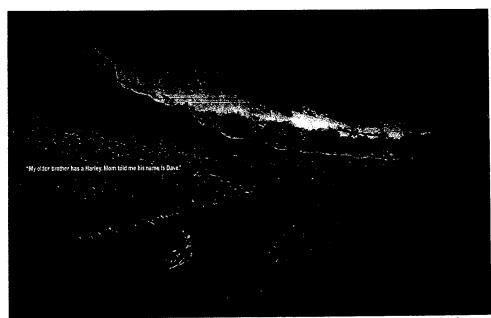


Just released. The Harley-Davidson Bad Boy.



1995

Not many companies would dare to introduce a bike so bad that it featured a prison in its ad. The 1995 Bad Boy®, with its all-black Springer front end, had the kind of attitude that only Harley-Davidson could successfully bring to market at the time.



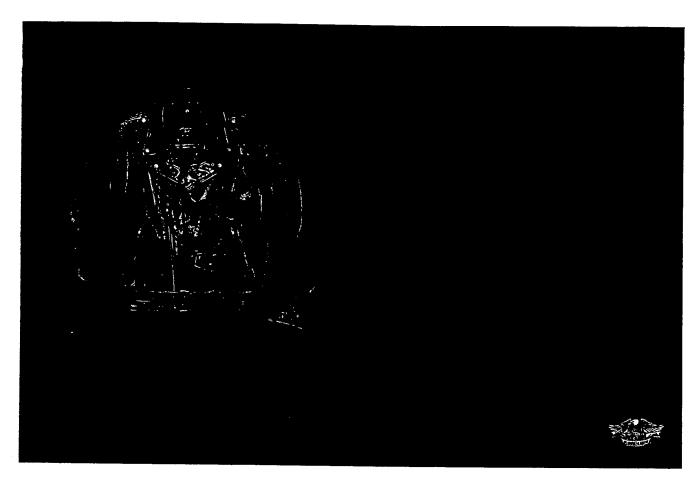
When someone gets our min the data and the wind and the bigwork open commy with a Elithe Divideor momentals thundring as then grow there's no proable way at referg from the things will go

All we conserve for one as the mad is infinite. For the location of the Harley dealer near none soil 3 Same and 20 years shat us at ween harley development in the Located Roberts.



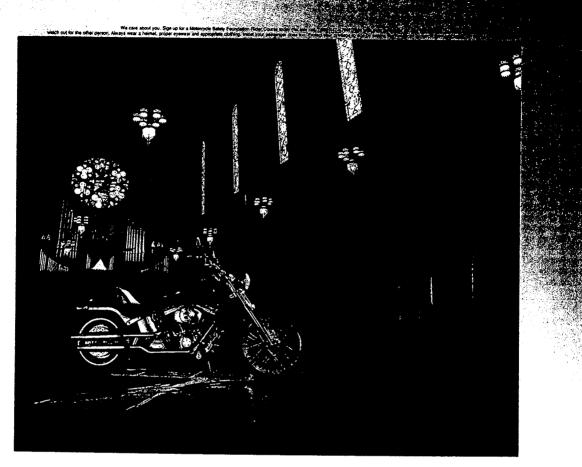
1998

The Harley rider's passion for the open road is poignantly underscored with this imaginary, plaintive comment from a sibling whose older brother is traveling the nation's highways and byways. With its motorcycles sold out, in some cases years ahead, Harley-Davidson could concentrate on selling the sizzle instead of the steak.



1998

 $Harley-Davidson \ has \ been \ selling \ clothing \ for \ motor cyclists \ since \ 1911, \ and$ its reputation for providing quality garments that combine fashion with function has become legendary. As this ad from 1998 points out, its motorcycle jackets are made to take all that miles on the road can dish out.



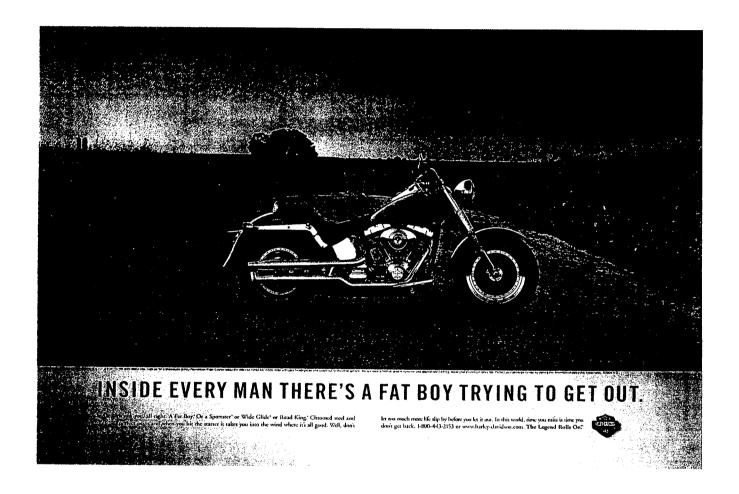
YOU COMMIT 4 OF THE 7 DEADLY SINS JUST LOOKING AT IT.

Behold the cutting edge of Harley-Davidson styling. Pure tradition, in a place it's never been. Note the clean front end, stretched fuel tank and rear fender (Lust). Check the steel hoses, small turn signals and recessed taillight (Envy). The look would put a show bike to shame (Pride). At the center is a twin balanced, Twin Cam 88B**engine (Gluttony). The Softail* Deuce.** Call 1-800-443-2153 or visit www.harley-davidson.com for a dealer. The Legend Rolls On.**

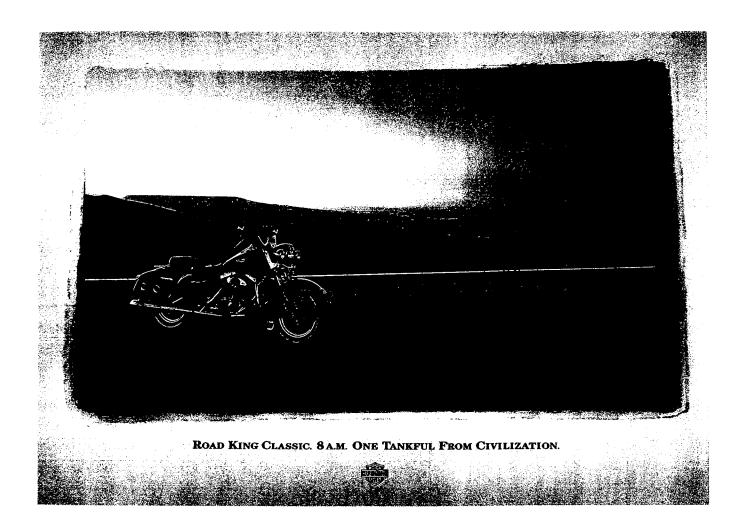
1999

Harley-Davidson motorcycles generate strong emotions in those who ride and enjoy them. Just looking at their sculpted chrome and steel adorned with stunning paint brings forth irrational thoughts that transcend what noninitiates would consider normal.

Only Harley-Davidson can get away with poking good-natured fun at a name it conceived. Since its introduction in 1990, the Fat Boy has been one of Harley-Davidson's most popular models and the object of motorcycling desire for more than a decade.

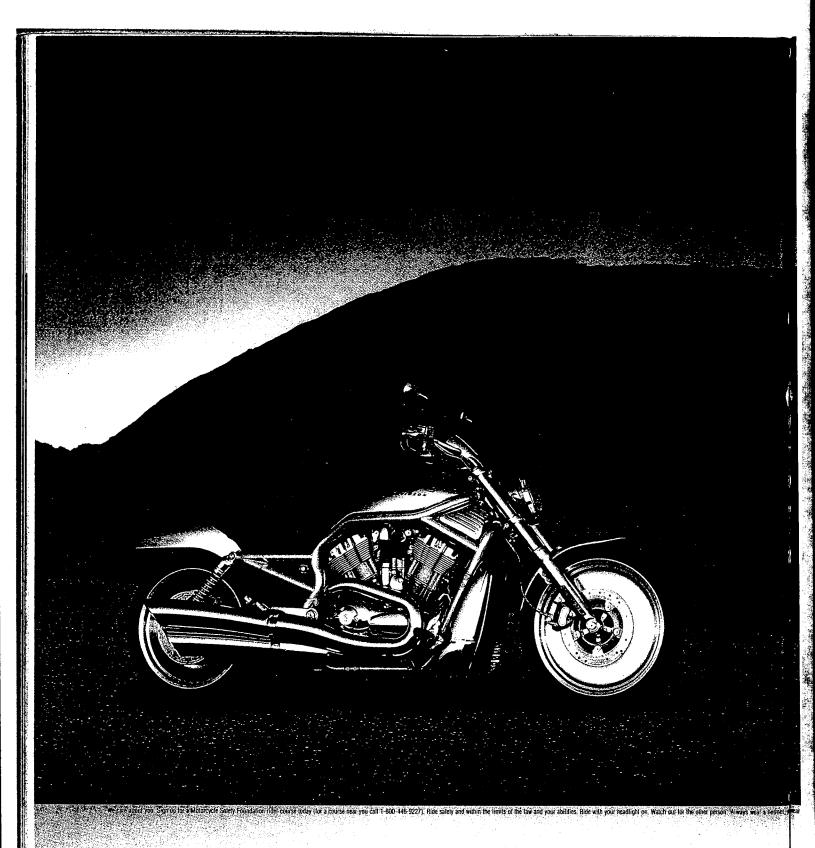


On any given morning, a few gallons of gas and a Harley-Davidson Road King Classic are all anyone needs to escape the constraints of the modern world. A turn of the key and a flick of the wrist send the rider to the open road, where nothing matters but the hum of the tires on the pavement and the miles of scenery rolling by.



2002 (Next Page)

After ninety-nine years, Harley-Davidson seemed rock-solid in its dedication to the 45-degree, air-cooled, V-Twin engine that had been its trademark since 1909. The 2002 V-Rod, with its 60-degree liquid-cooled Revolution engine, shook the foundations of the motorcycling world as the centerpiece of a radically different machine that was still Harley-Davidson at its core.



99 YEARS OF WIND CAN CHANGE THE

The world spins. Time marches on. But as always, we use the bedrock of tradition to push our designs. Take a look at our latest: the Harley-Davidson' V-Rod motorcycle. Traffic-stopping style. Long, raked-out front end.



FACE OF ROCK, BUT IT'S STILL ROCK.

And at the center, the sculpted mass of the torque-laden Revolution V-Twin. Just the way our old friend the wind likes it. 1-800-443-2153 or www.harley-davidson.com. The Legend Rolls On:



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www.harley-davidson.com

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First edition

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Jack Supple

Jack Supple is Chairman and Chief Creative Officer of Carmichael Lynch, the advertising agency for Harley-Davidson since 1979. That was the year Jack began as a copywriter at CL, writing Harley-Davidson brochures and beginning a lifelong bond with the brand. CL's Harley-Davidson advertising has long been recognized as some of the best in the industry, and Jack has always held to the belief that those entrusted with the brand must be "keepers of the flame."

THE PROPERTY OF THE PROPERTY O

the hardware. It's great to have all these remarkable "100 lears of Harley-Davidson Advertising is not only historical in beautiful places with great motorcycles - and showcases full of images that capture the emotion of riding - being but an artist's delight and a real collectible. This book is "100 Years of Harley-Davidson Advertising is an eyeful of testostory of my favorite 'vrooming' icon is also a vigorous return paper-filled offices and Powerpoint presentations -- this histerone. For someone like me – weaned on Brando and Big Daddy Ed Roth, but now locked in the white-collar world of

, Columnist, Advertising Age

Harley Davidson Motor Company

Vice President of Styling.

images in one place."



U.S. Teachernark Opposition No. 91 177156 H-D Michigan, Inc. v. Bryan Broehm Serial No. 78896325



Deposition of Scott Beck

Exhibit 15

Man, Claim, Man.

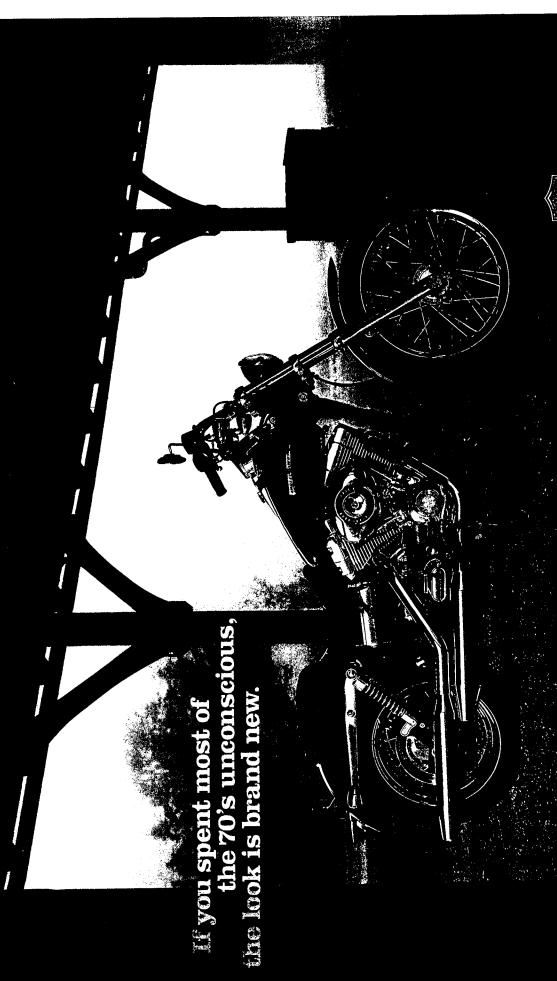
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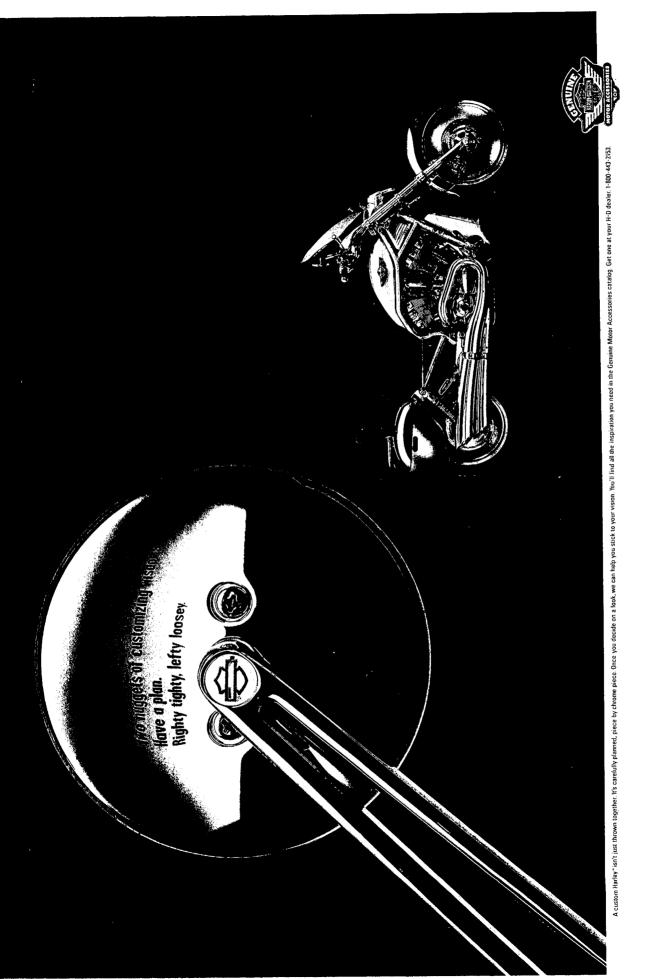
Tie up your boots nice and snug. Pull on your cowhide leathers. Fire up that mountain of Milwaukee metal, leave your mark on the world and watch normal go up in a hall of tire smoke. www.harley-davidson.com.

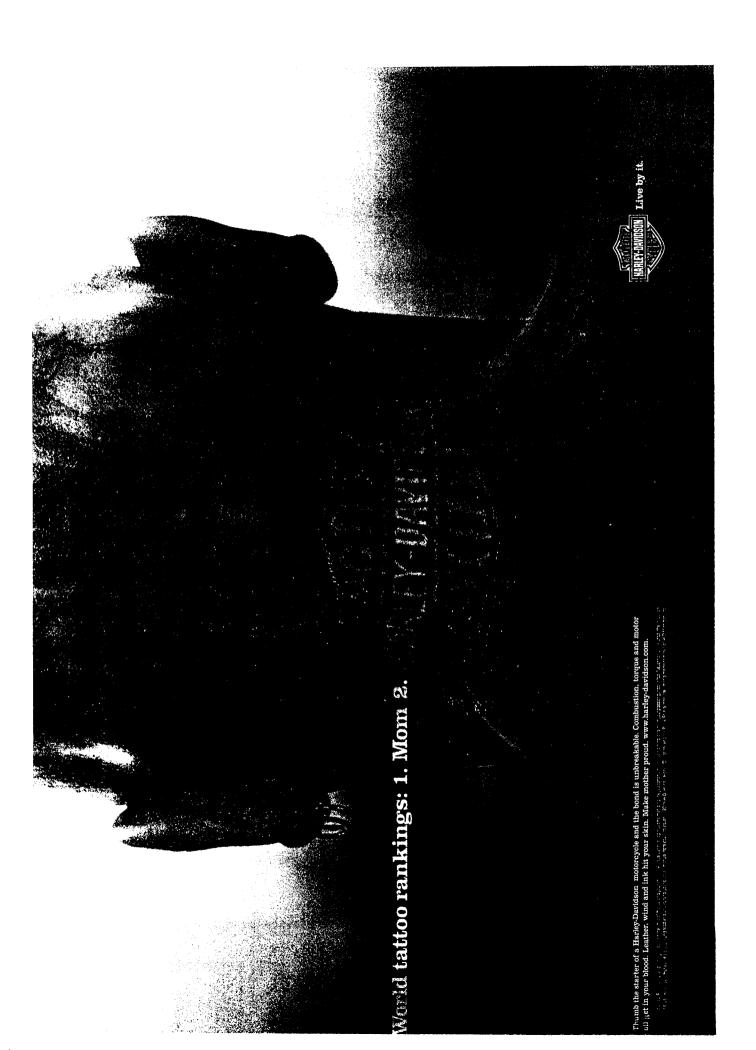
institutione distribution de servicios de la servicio de la company de la company de servicio de la company de la



The new Super Glide Custom motorcycle. The style that was made to rip down lost highways of an earlier decade leels even better today, with a new 96-ouble-inch V-Twin at its center. More at www.harley-davidson.com.

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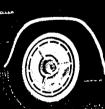




GARAIS In Color

In a Sneak Preview of the New York World's Popular Science Monthly

KOAD TESTS THE HARLEY DAVIDSON SPRINT



Chevy's New-Size Chevelle and Fair's Unisphere

PS Test Reports on BOATS-TOOLS-TV

New Polaroid 100—Most Automatic Camera Yet
Wernher von Braun Explains Orbiting
How to Make Your Own Plastic Bearings

NEW '64 DUO-GLIDE

GETON THE GO!

For new riding adventure, take your turn on the new '64 Duo-Glide... motorcycling's two-wheel king of the highway. Time-tested OHV engine provides matchless get out and go power. Exclusive 3-point suspension puts a foam-rubber feel to any road you ride. Following this leader are seven more new '64s, sparkling with exciting features... brightening your dealer's showroom; The new Sportster H, a roadster's delight; its



test-ride the '64 of your choice
HARLEY-DAVIDSON
MOTOR CO., MILWAUKEE 1, WISCONSIN

SADVERTISED II

THE AUTOMOTIVE "HOW-TO-DO-IT" MAGAZINI





on a HARLEY-DAVIDSON Duo-Glide

A gal, a beach and a Duo-Glide — it's the perfect combination for a perfect day. But then any destination is more fun getting to on a Harley-Davidson Duo-Glide.

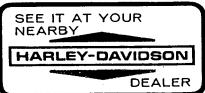
You travel in style when you go Duo-Glide — gleaming headlight nacelle and twin-flare paneling blend into a bold new look. Once in the saddle, you'll like the way the big 74 OHV engine flattens out hills, flashes you ahead of traffic. Built for comfort, too! Duo-Glide 3-point suspension smooths out bumps — floating comfort for rid-

ing both solo or double.

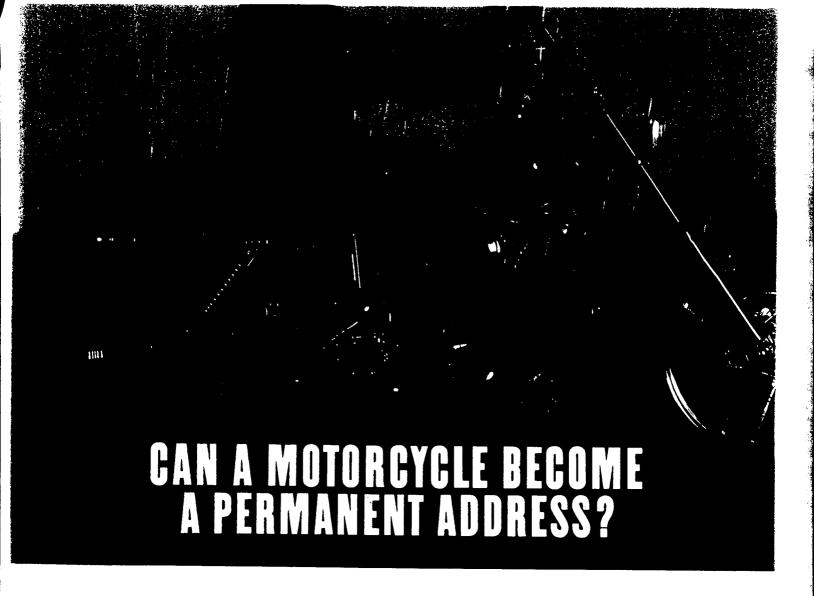
Be proud in the saddle — testride the exciting new Duo-Glides (both standard FL and superpowered FLH models) at your Harley-Davidson dealer today. Or mail handy coupon for colorful, new folder.

HARLEY-DAVIDSON MOTOR Dept. MI, Milwaukee 1, Wisc	CO.
Send me more facts on the motorcycles, the Harley-Dav	luxury cruiser of idson Duo-Glide.
Name	Age
Address	





Motorcyclist 37



Forward mail to: Harley-Davidson' Dyna Wide Glide; Somewhere, USA.

A ride like the Wide Glide can make you think about things like that. If ever a motorcycle could turn a person into a hedrolf-toting nomad, it's this one.

The look alone is enough to make anyone who gets close want to pack up and move in. Check out the low-slung mass of the Big Twin powertrain. The factory ape hangers. The forward-mounted foot controls. The 32° rake on the front end. The chrome detailing. Classic Harley.

Then there's the Dyna Glide' chassis. Developed from the ground up using computeraided design, it features a two-point engine isolation mounting system that insulates rider from engine vibration. The result is a smooth, comfortable ride to whereabouts unknown.

Out on the road, it doesn't take many miles before you realize there's no place else you'd rather be. So settle in and take it easy. Home sweet home.

For the Harley-Davidson dealer nearest you, call 1-800-113-2153.

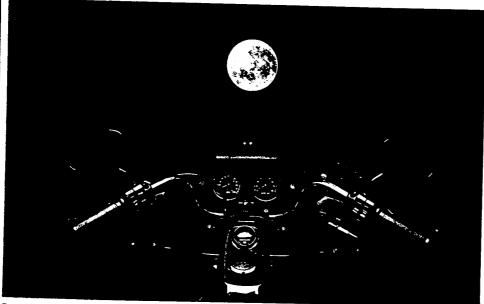




PENTHOUSE AND HARLEY-DAVIDSON.
OF MAN AND MACHINE.



Exhilaration. Harley-Davidson Motorcycles.



lined up for a chance to ride the new Harleys and many sounded their approval with their wallets.

These machines are less contrived, less distilled than the look-alike imports. There are no digital gauges, no flashing lights or tacky doodad interruptions. These things are part and parcel of life on the other side of the turnstiles. Harley-Davidsons are made of real steel. They have always been and still remain pure, unfettered motion machines with a character as engrained in American culture as the lure of the open road itself.

In another test-drive program, the then president of the Suzuki Owner's Club was so impressed with Harley's

Something is going haywire in corporate America and it has nothing to do with politics, deficits, the GNP, or other weighty matters of state. It has to do with affluent citizens, doctors, lawyers, business executives—pillars of the community—spending their off-hours riding around the countryside on Harley-Davidson motorcycles. Harleys! Hogs!

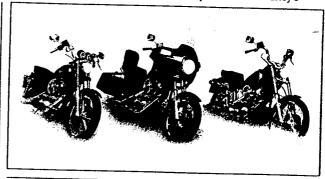
Once again America has discovered the exhilarating escape from the humdrum, stop-and-go, 9-to-5, TGIF world. Now it's TGIH-D!

Harley-Davidsons have symbolized freedom from the very beginning when the first motorized bicycle rolled off the production line in 1903. Harley has never compromised its production standards, and this independence has created many challenges for the company, especially during the import invasion. But Harley-Davidson has survived on its wits, its tenacity, and now on its engineering.

In 1984, Harley introduced a

Machines that pique the senses the way only a Harley can.





The 1985 FXRS Low Glide (left), 1985 FXRT Sport Glide (center) and 1985 FXST Softail (right).

dazzling new line of motorcycles based on the V-2 Evolution™ engine. They met with overwhelming approval from buyers. In '84, Harley-Davidson also implemented the SuperRide program, which let riders sample the bikes firsthand in real-world road testing. Over 36,000 riders

Bill Harley in the early 1900's: The Co-founder and head of engineering who started a winning tradition.

performance, he sold his Suzuki and became another Harley convert. Because if you're not riding a Harley, you're not on a motorcycle. Harley sales took off, while the imports suffered through a year of sagging sales. Another highlight of the last year was when Harley qualified to sell motorcycles to the California Highway Patrol. which has the toughest standards in the U.S.A.then won the bid! For Harley, it was icing on an already fattening cake.

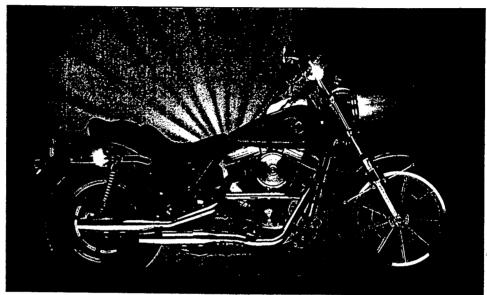


Harley's 1985 FXRS Low Glide ™ is an innovative solution to a paradoxical problem. Nonloyalists lamented Harley's lack of sporting offerings, but loyalists clammered for low, lean cruiser silhouettes. Harley has met the conflicting demands by offering the Low Glide™ traditional low-slung motif with a 26.8-inch seat in sporting trim with an optional high-performance suspension package. Installed at the factory for a mere \$150, this package incorporates revised longer travel suspension and a trio of powerful disc brakes. Nobody else offers buyers such options at any price.

What's more, the '85 Low Glide™, in either sporting or traditional incarnation, now feeds its Evolution™ power from a five-speed gearbox to a fat rear tire through a Gates Aramid fiber belt instead of a chain. This belt generally requires no more than three adjustments during its 30,000-mile average lifespan. The Low Glide™ sports low-maintenance features such as electronic ignition and self-adjusting hydraulic valve

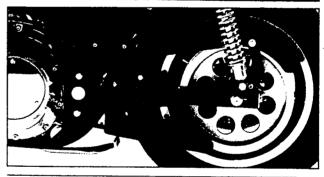


Revelation. The FXRS Low Glide.



Beneath its external trappings is the most versatile machine ever to wear the Harley crest.

The Low Glide ™ is Harley's button-down street brawler, sophisticated yet streetwise. In either standard trim or fitted with the performance option, the FXRS™ carries its rider in style and comfort. Its muscular physique and laid-back



The 1985 FXRS Low Glide features a Gates Aramid fiber belt.

ergonomics say "custom cruiser" all the way, but beneath its external trappings is the most versatile machine ever to wear the Harley crest. Rubber engine mounts quell vibration, and although a muted rumble reaches the rider, it is never bothersome. Further enticements to long-distance riding are the Low Glide's " choice of footpegs; highway pegs up front for the long haul, or back footpegs for tight quarters. There is also a 4.2gallon fuel tank, with an accurate gauge, that will go 200 miles between pumps.

A low center-of-gravity and good weight distribution allow both versions of the Low Glide™ to handle the tightest roads with equal confidence. This machine feels stable, solid, fused to the pavement. The taller FXRS breaks new ground by combining traditional attractions with an agility never before found in Harley's lineup. For those of traditional or sporting blood, it's a combination that's hard to resist. The Low Glide™ is a fast noonday express between sultry boulevard nights.

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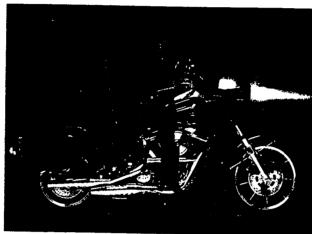
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Sensation. The FXRT Sport Glide.



If you like your robust romps through the backroads in more extended doses, Harley-Davidson®offers the FXRT Sport Glide ™ Introduced with the Evolution ™ engine in 1984, the Sport Glide ™ now features belt drive, dual front discs and, like the Low Glide™, its engine is rubber-mounted. Beyond that, there are few similarities between the two machines. The Sport Glide" features a unique patentpending air-adjustable antidive front fork; air-suspension both front and rear; a sporty framemounted fairing available with three optional windscreens of varying heights; optional dashmounted AM/FM cassette player; a passenger backrest; and sturdy ABS saddlebags with removable liners large enough to keep you in clean duds for at least a week.

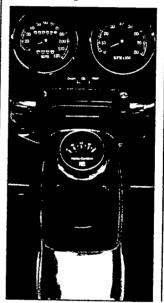
Unlike some of its land-yacht competitors, the Sport Glide™ is not an exercise in excess. It features enough creature comforts to keep you smiling on the highway without loading you down on the backroads. Comfort and convenience are essential to long-haul touring, and the Sport Glide™ garners high marks for both. The wind-tunnel-designed fairing does an

Not an exercise in excess. Its well-designed essentials leave your mind free to wander.

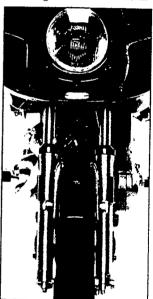
excellent job of deflecting the wind and surrounding you in an envelope of unruffled air, while the rider's seat and passenger pillion offer comfortable accommodation for hours on end, mile after mile. The pullback handlebar sets your arms in a neutral position, the footpegs are sensibly, comfortably placed, and you're ready for next horizon.

Humming steadily along the open road isn't the only thing the Sport Glide does exceptionally well. It is a

machine capable of startling acceleration and exceedingly nimble handling. Its low center of gravity allows you to maneuver through traffic and tight spots easily, and its neutral steering characteristics and abundant ground clearance



to. Those things can be distractions on the open road, rude interruptions, and are not for the rider who wants to get away from it all but for the guy who feels compelled to take it all with him. The Sport Glide™ was designed to be a functional



The FXRT essentials: A sleek, well designed dash (left) and an air-adjustable antidive front fork. (right).

make it an able partner on sweeping mountain roads. Even with its saddlebags loaded to the limit, the Sport Glide™ can hustle through turns with agility and élan. The suspension delivers a plush ride without sacrificing high-speed stability and makes the Sport Glide™ feel moored to the road over every kind of terrain.

More than anything, the Sport Glide™ is a contemporary motorcycle that sports nice details and brings a different twist to long-haul touring. It doesn't feature LCD instrumentation or entertainment-center attachments like the imports, but then, it was never intended

motorcycle in a more fundamental, undistilled sense. one that enhances the long ride not by imposing its character on you, but by coddling you in well-designed essentials and by leaving your mind free to wander the pristine landscape. The essentials are all here: comfort, convenience, power, speed, dependability, uniqueness. When your senses come alive to sights and sounds you've never experienced quite the same before, and you find yourself chasing the sun from dawn to dusk, you begin to fully realize and appreciate the swift and silent companionship of the Harley-Davidson® FXRT Sport Glide.

MOTORCYCLES. BYTHEPEOPLE FORTHE PFOPLE

1982 CONSUMER ADVERTISING.

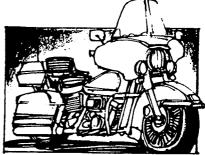


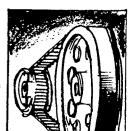
NEW FLH-C BELT DRIVE:



INTRODUCING THE BELT DRIVE ELECTRA GLIDE CLASSIC.

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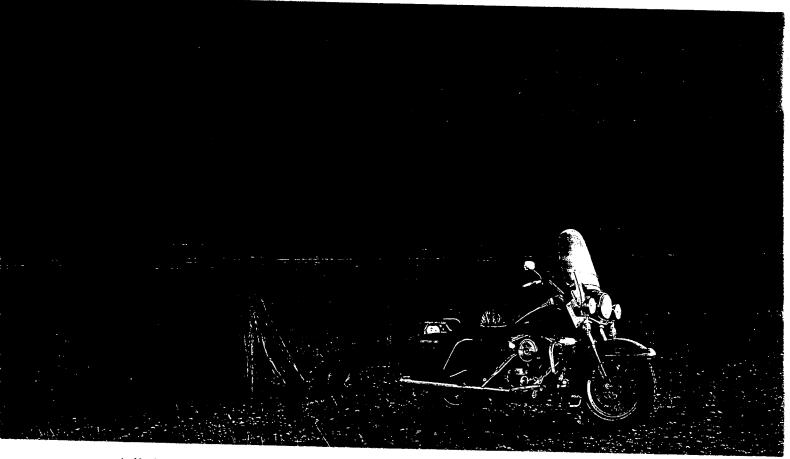




THE MOTORCYCLE WITH THE MOST HERITAGE AND TOURING EXPERIENCE UNDER ITS BELT. HAS A NEW BELT.

INTRODUCING THE BELT DRIVE ELECTRA GLIDE CLASSIC.

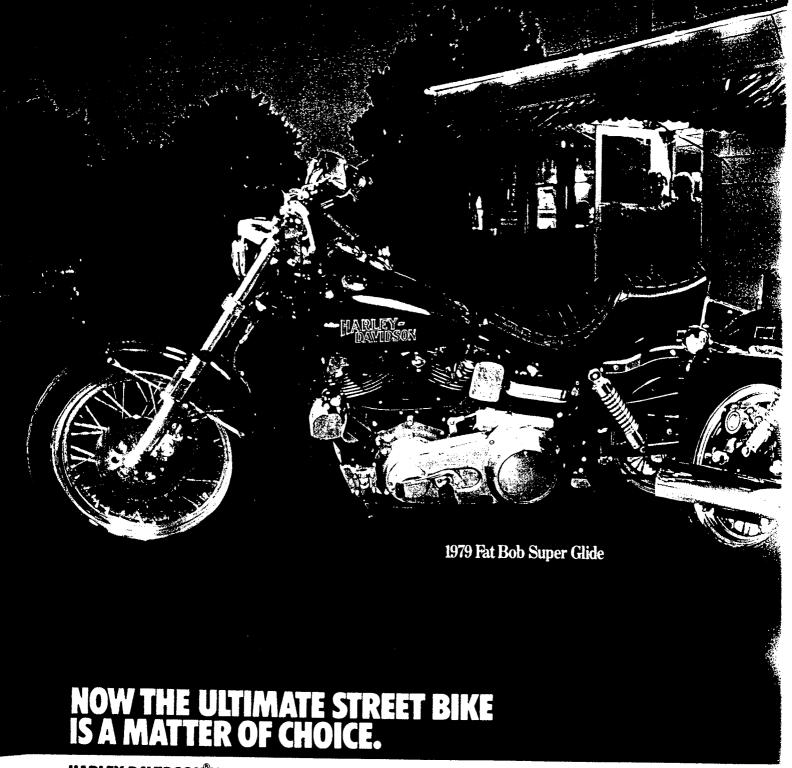
WE DON'T CARE HOW EVERYONE ELSE DOES IT.



At Harley-Davidson, we prefer to go our own way. The Electra Glide' Sport is a prime example of that. We believe that motorcycling is about individuality. If you're of a like mind, you're welcome to ride along. Call 1-800-443-2153 for the location of a Harley-Davidson' dealer near you.



We care about you. Nign up for a Motorcycle Nafety Foundation rider course today. Ride with voio headlight on and watch out for the other person. Always wear a heliner, proper evewear and appropriate clothing, and most your passenger does too. Protect your privilege to ride by joining the American Motorcyclist Association. C 1992. Harley Davidson, Inc.



HARLEY-DAVIDSON®HAS NEVER FORGOTTEN THE BASIC RELATIONSHIP BETWEEN MAN AND MOTORCYCLE.

In motorcycling, as with everything else in life, there is an opportunity to climb to the top of the mountain. To be number one. It's also a fact of life, that only a relative few have what it takes to go for the top.

For those of you who do, 1200 cc's of raw V-Twin power will be placed at your immediate disposal—served up two ways: Let's start with the more familiar. The 1979 Super Glide.**

No stock street cycle has ever possessed a larger engine displacement. No stock street cycle has ever claimed to pull off 20 to 50 mph in 5 seconds flat—without shifting! Even with a passenger on board.

That's more than an awesome show of power. That's the kind of ready-when-you-need-it benefit that's vital in the real world of Peterbilts, Greyhounds and station wagon drivers who "just didn't see you."

For 1979, we've taken the Super Glide and provided you with an additional lean, low and powerful choice.

The Introduction of the Fat Bob. For those of you who asked us for a Super Glide with a fat bob gas tank, now you have it. The tank is split with the instrument

We support the Motorcycle Saftey Foundation and the A.M.A. and believe in safety first. Always ride with lights and helmet. Help keep insurance costs down;



pod mounted in the middle. Gas capacity is 3.5 gallons, which will provide you with more than 150 miles of cruising.

Like the Super Glide, Fat Bob will also feature Harley-Davidson's sure starting V-Fire™ ignition system and will include a high-flow air cleaner that allows more air to reach the carburetor. And three big disc brakes (two in front, one in back) provide the necessary stopping muscle.

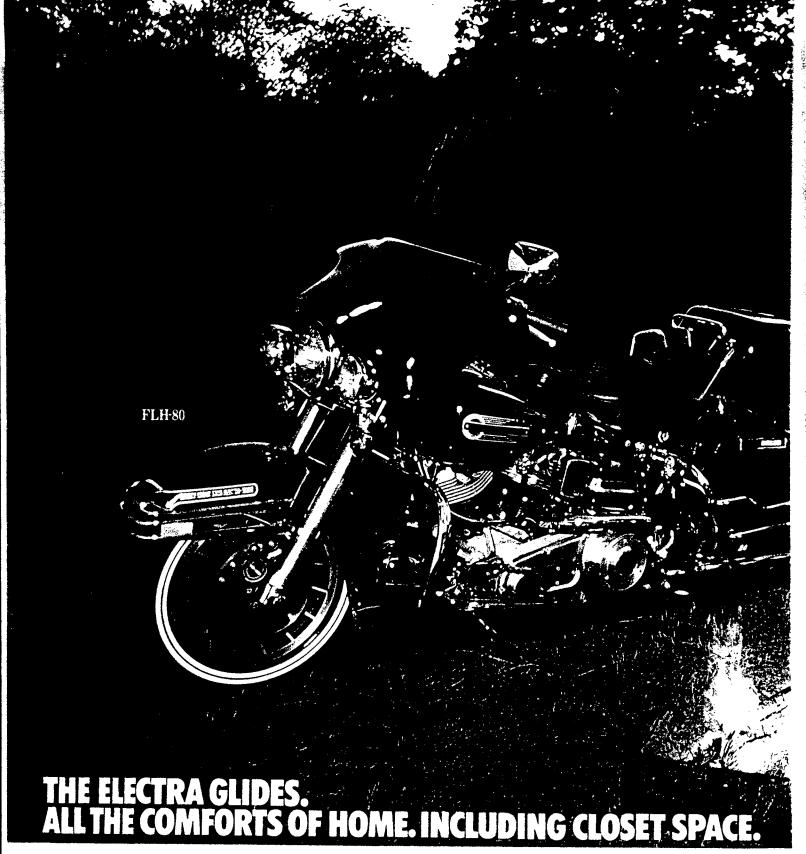
For 1979 you'll be able to grab both motorcycles by the horns, as we've made Buckhorn bars standard. Not only do they look better, you'll appreciate a noticeable increase in riding comfort.

So now you have it. The ultimate street bike, two different ways. Reflecting over 75 years of constant refinements. A well-built, carefully crafted motorcycle that offers incredible low-end torque, immediate power at any speed, and the knowledge that

when you're on it, there's nothing bigger. This is the last move up.

A⊠I= Harley-Davidson

UNTIL YOU'VE BEEN ON A HARLEY-DAVIDSON, YOU HAVEN'T BEEN ON A MOTORCYCLE.



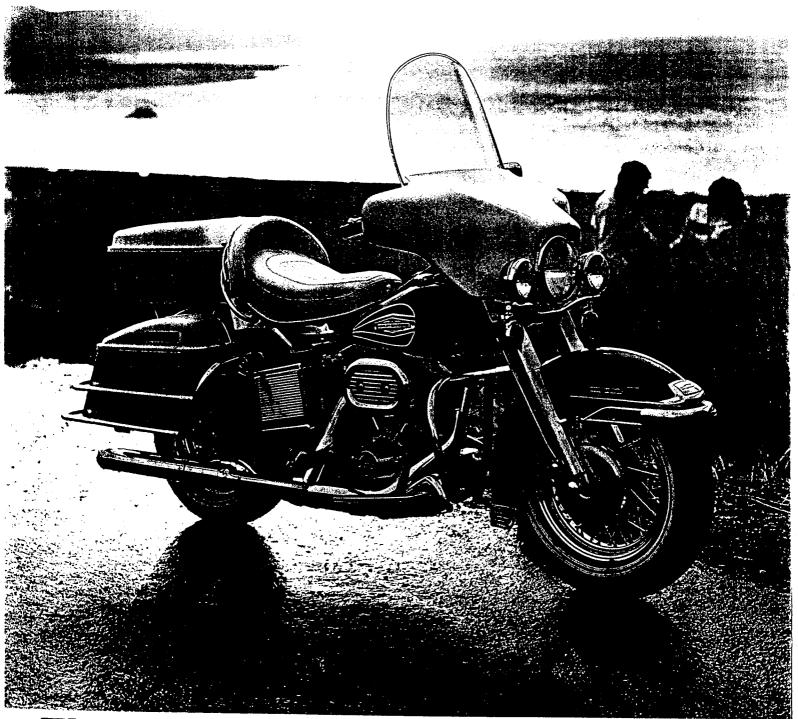
Long runs and heavy loads demand a separate approach to motorcycle design. It's an approach you can see, and *feel*, in the Harley-Davidson Electra Glides.

For 1979, we offer the Electra Glide® in two versions. The standard FLH-74. And the newly introduced FLH-80. Both armed with enough low end torque to take you and your gear effortlessly past a pair of cruising 18-wheelers.

As for supplies, the muscular V-Twin, heavy duty suspension and wide touring whitewalls combine for

incredible load carrying capacity. The Electra Glide comes down to the difference between what goes, and what stays behind.

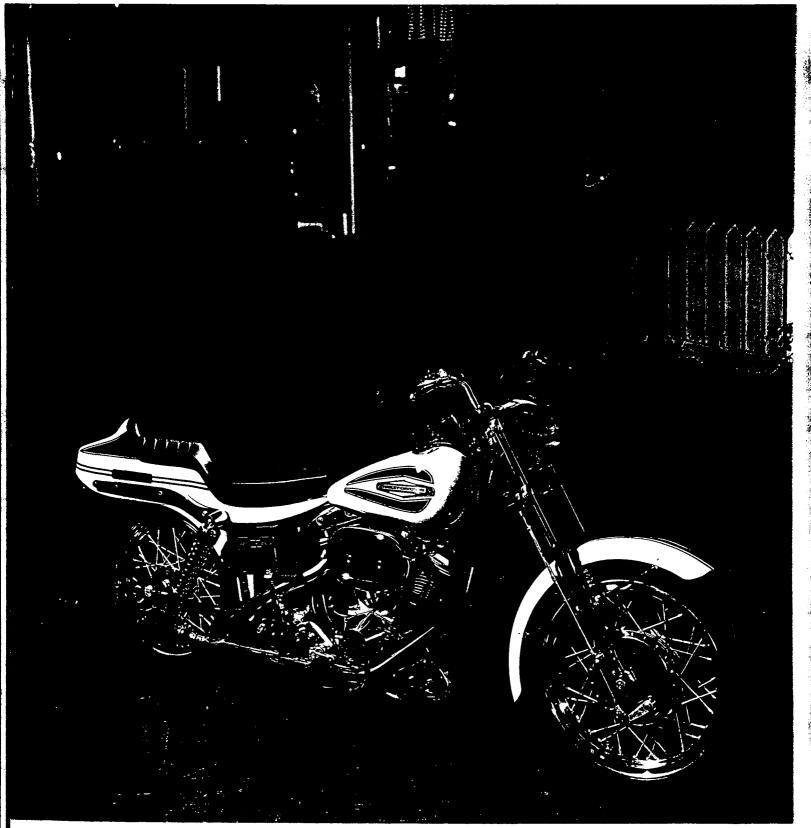
Who goes, goes in unparalleled comfort. Our exclusive Comfort-Flex® seat is the only one in the industry separated from the frame by springs and rebound damping shock absorbers.* And that same uncompromising attention to detail extends throughout: note, for example, that your feet rest on running boards, not foot pegs.



Electra Glide. On the road it stands alone.

1200cc Electra Glide. Big-twin performance that keeps you hanging in on any tour. Dependable power and comfort on the open highway or heavy country. Cast and polished covers. Trouble-free Bendix carburetor for quick, all weather starts, smooth throttle response. High-output alternator, push-button starter. Timeless elegance of the world's finest motorcycle. Electra Glide. Road riders' choice. From Harley-Davidson. Number one where it counts....on the road and in the records. AMF [HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

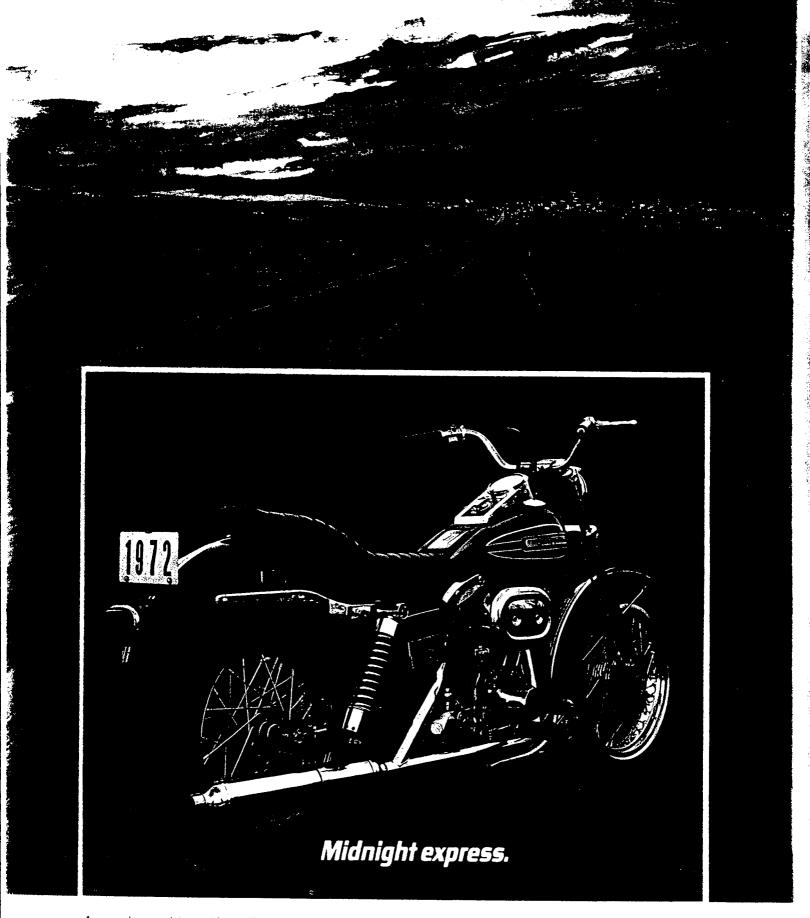




Super Glide FX. Call it the night train.

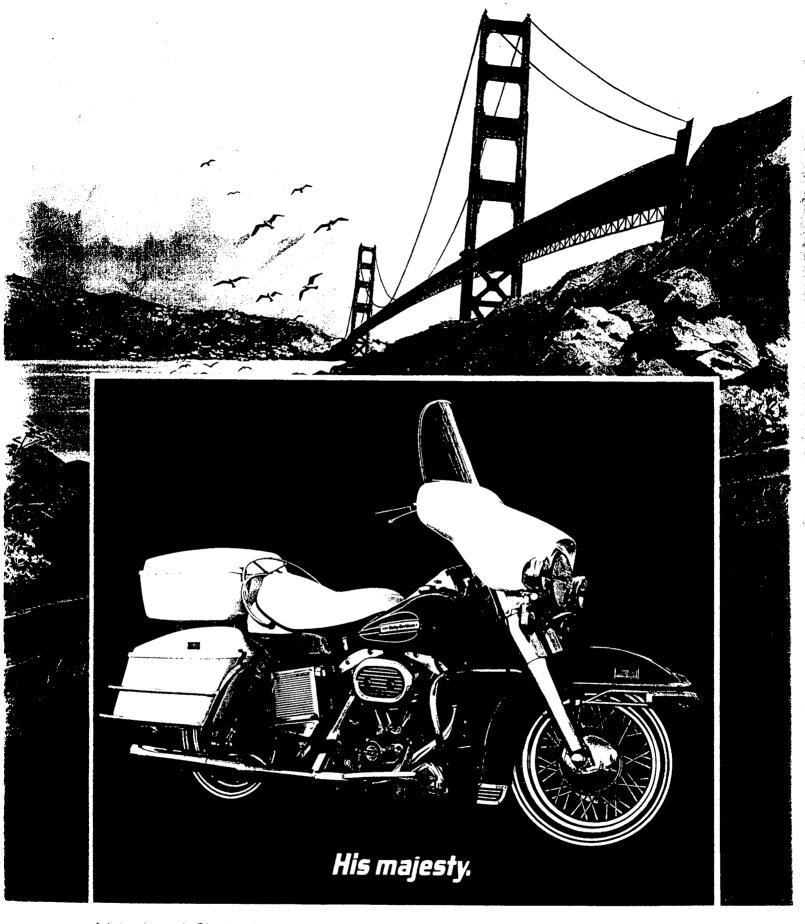
New 1200cc Super Glide FX. Ultimate superbike. The action-eager muscle machine that says move out! 74-inch engine for blinding performance. Big-inch power with Sportster-like styling. Stripped, long-travel fork. Trouble-free Bendix carburetor, high-output alternator. And cast, polished covers. One look tells you you're the man for this hot new muscle machine. Super Glide FX. The night train. From Harley-Davidson. Number one where it counts ... on the road and in the records. AMF [HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201]



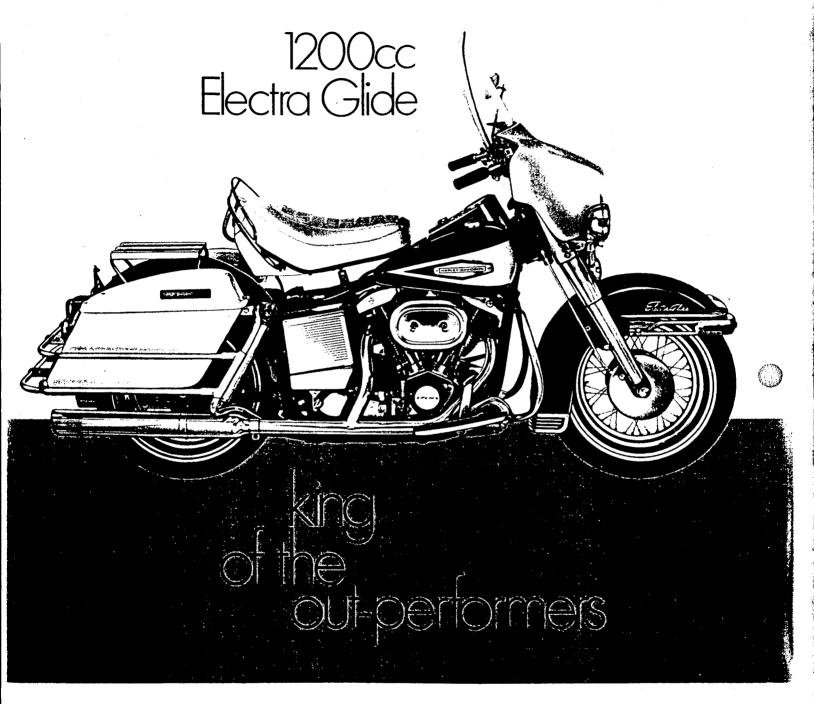


A muscle machine with a will of its own. The night train...that comes alive when the sun goes down To shut down anyone who picks up the challenge. AMF | Harley-Davidson, Milwaukee. Wisconsin

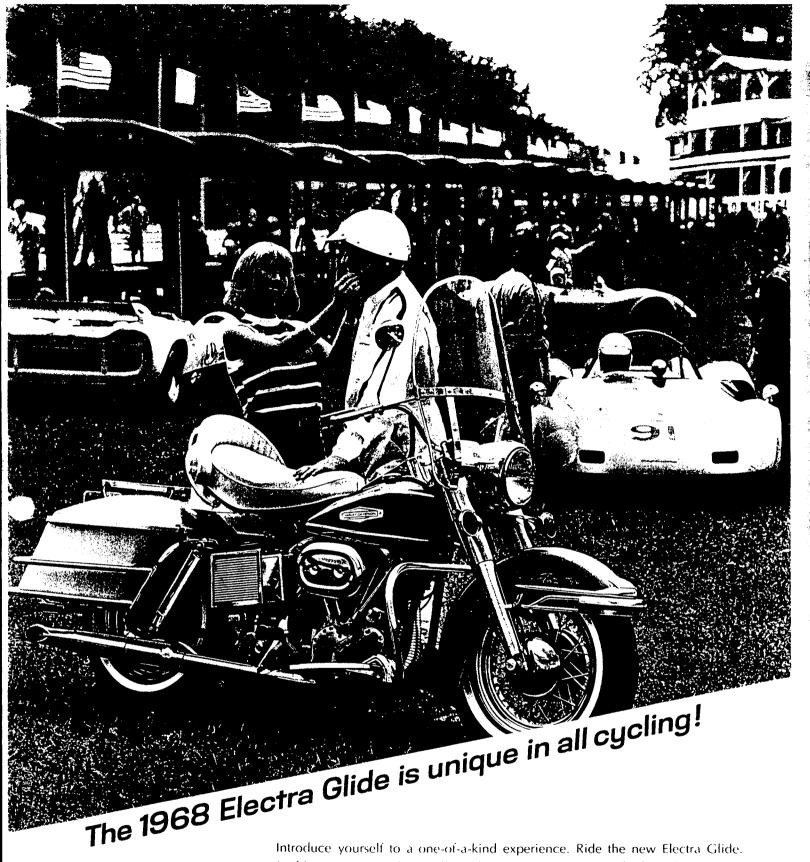
Super Glide. another outperformer from Harley-Davidson.



A living legend. Classic elegance and disc-braked safety in a machine great enough to meet the expectations of a special kind of man. Electra Glide...the King AMF | Harley-Davidson, Milwaukee



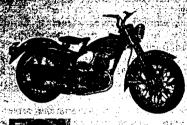
The standard of the world! New permanent-magnet alternator with solid state rectifier and regulator provide higher electrical output at lower engine speeds. Eight-inch brakes with improved lining material give finger-tip control at all speeds. Telescopic front fork and three-position hydraulic rear shocks combine with many other new features to make the 1970 Electra Glide the ultimate expression of touring elegance.



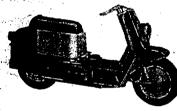
Introduce yourself to a one-of-a-kind experience. Ride the new Electra Glide. In this one motorcycle, you'll get the precise engineering of a formula racer and the handcrafted luxury of a custom roadster. Here too, are the stamina, balance and ride that have made the 1200 cc Electra Glide the world's foremost cycle. Now add electric starting, new instrumentation and futuristic styling. This is Electra Glide for 1968. On display right now at the Harley-Davidson dealer nearest you. A limited edition of unlimited excellence. Stop in for a test ride soon.

HARLEY-DAVIDS

SUMERIE DUR DER BERRILE TOLLAN YILLES ON



Pacer Magneto-Generator. A Harley-Davidson design — produces consistent current, is trouble-free in all riding conditions ... even under water. Two separate circuits (two coits, two sets of breaker points) divide current-load needs equally, with capacity to spare.



SCI side two

Topper Automatic Transmission. SCOOTAWAY® automatic transmission has you on your way at the twist of the throttle. No shifting, no jerking. Just quick, even acceleration from the spirited Topper H engine/drive team.

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HARLEY-DAVIDSON

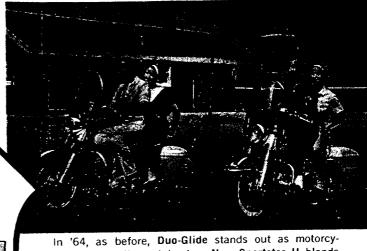
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ARTHUR CORNERS OF MERCHANICAL AND A

NEW '64 DUO-GLIDE

GETON THE GO!

For new riding adventure, take your turn on the new '64 Duo-Glide . . . motorcycling's two-wheel king of the highway. Time-tested OHV engine provides matchless get out and go power. Exclusive 3-point suspension puts a foam-rubber feel to any road you ride. Following this leader are seven more new '64s, sparkling with exciting features . . . brightening your dealer's showroom: The new Sportster H. a roadster's delight; its cross-country cousin. SPORTSTER CH. The sprightly SPRINTS . . . two-models . . . are action-bred with a dash of daring on or off the road. SCAT and PACER, the new lightweight leaders, are a master mix of comfort and pleasure, power and economy. For the "familiest" fun on the run. try TOPPER H . . . the thrifty '64 scooter with fully automatic transmission. See them all. Ride them all. There's one just right for you... buy it . . . a new '64 from Harley-Davidson, motorcycling's first and finest name! test-ride the '64 of your choice MOTOR CO., MILWAUKEE 1, WISCONSIN



RIDING DVENTURE

In '64, as before, **Duo-Glide** stands out as motorcycling's unchallenged leader. **New Sportster H** blends road running speed and maneuverability to ride in winning style. Over rough cross-country trails the '64 **Sportster CH** has the power and stability to get there first.





The '64 Topper H is ideal low-cost transportation for family errands, daily trips to school or work, or just plain fun. Scootaway* automatic transmission, spirited engine have you on your way at a twist of the throttle.

Pacer for '64 is the value-leader of the lightweights — long on performance, comfort and economy. The '64 Scat is at its best when the going gets tricky. Has a get-on-and-go look, purring power to match your pleasure.

test-ride the '64 of your choice

HARLEY-DAVIDSON

get on and go!

Much more for '64... that's what you'll find in the new 64's from Harley-Davidson. Eight great new models with more features, more zing, more 2-wheel riding adventure than you've ever experienced. They're on display now in your Harley-Davidson dealer's showroom, where courteous treatment and efficient service are a byword. Even more for '64... more accessories, clothing, performance options — styled to your taste, priced for your budget. Stop in today and see, test-ride, select your new '64 Harley-Davidson. It's motorcycling's first and finest name...

HARLEY-DAVIDSON MOTOR CO.
Milwaukee 1, Wisconsin



The '64 **Sprint** models are race-bred for running. The **Sprint** is loaded with new features to give you a big edge on the road. At scrambles, trials, enduros, hill climbs count on **Sprint H** to bring home the trophies.

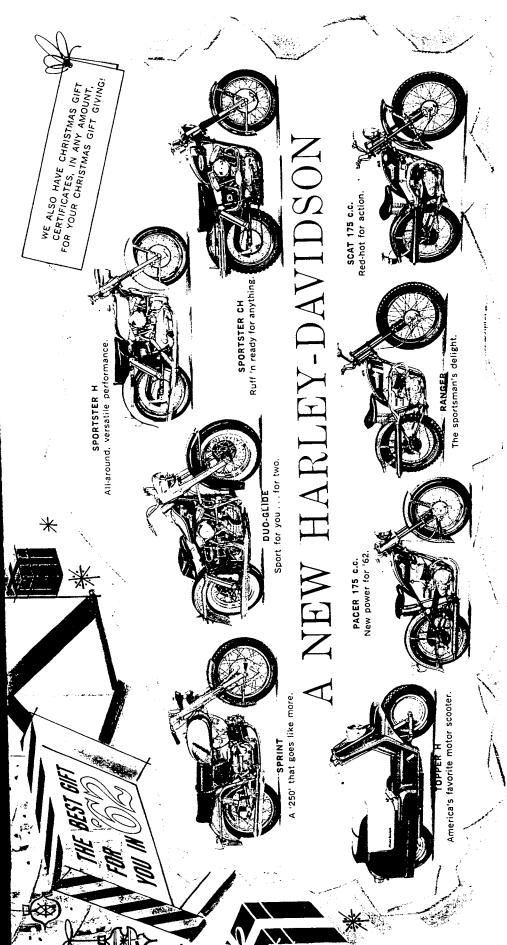


on a HARLEY-DAVIDSON Duo-Glide

The bright, smart Harley-Davidson Duo-Glide takes you out of the ordinary . . . powers you ahead to pleasure. A breathtaking beauty designed for comfort — yours and hers.

Modern overhead valve engine puts up to 60 h.p. of "go" at your fingertips. Exchange the city street for the scenic highway. Take an exciting Duo-Glide test ride at your Harley-Davidson dealer now! And be sure to see the entire Harley-Davidson motorcycle and motor scooter line for '62.

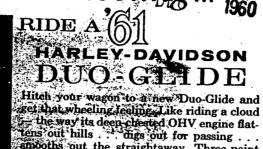
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HARLEY-DAVIDSON M Dept. EB-6, Milwaukee	OTOR CO. 1, Wisconsin
Please send me free Duo-Glide m	
Name	Age
Street	
City	Zone
County	State



See us today for the best deals on wheels!

Watch for the smiles when he (or she) finds one of these sparkling beauties "under the tree." That's the best way to really say "Merry Christmas"... with an exciting new 1962 Harley-Davidson. Stop in and see our star-studded models now on display. Find out all about our low Printed in U.S.A. down payments and easy pay plans!

If your spirit is wheeling... 1960



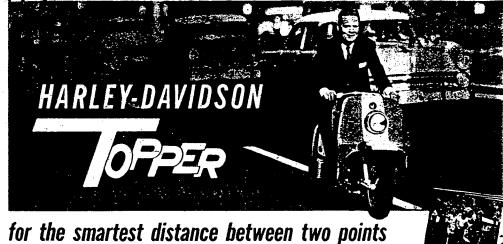
amooths out the straightaway. Three-point ruspension takes the spring out of rough roads. It even cushions the smoothest roads. Put yourself on your own personal "cloud" at your Harley Davidson dealer. New Astro-Clite styled Duo Glides come in standard FL and super powered FLH models. Or mail coupon for this colorful folder.

### RIDE THE SUNNY SIDE OF THE STREET!



DELUXE DUO-GLIDES

— world's finest motorcycles



Smartest way to get there. Topper is the set of wheels a modern family needs to get the most out of living. It's economy—up to 100 miles to the gallon. It's convenience — Scootaway automatic transmission does the shifting for you. It's comfort—large wheels and dual suspension smooth out rough roads.

Smartest looking scooter on the road, too. Topper is styled in exciting new colors for 1961 — Pepper Red, Granada Green and Strato Blue with Birch White panels. See the new Topper at your Harley-Davidson dealer. Or mail the coupon for this colorful new folder.

HARLEY-DAVIDSON MOTOR CO.

NOV 1960

November,



52

TOPER — world's top motor scooter

Get on the beam in 1961—get there on one of these six outstanding models. If your spirit is wheeling, you'll visit your flaffey-Davidson dealer today. He has 1961 models on his floor ... easy-pay plans that fit your pocketbook. Or mail the coupon for this colorful new folder.



THE NEW SPRINT

— a new class of motorcycling *

HARLEY-DAVID	SON
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Milwaukee 1, Wis	
	s — how I can have in a Harley-Davidson motorcycle
Name	Age
Address	

HARLEY-DAVIDSON MOTOR CO., Milwaukee 1, Wisconsin

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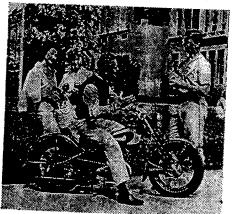
1960

# RIDE THE SUNNY SIDE OF THE STREET!



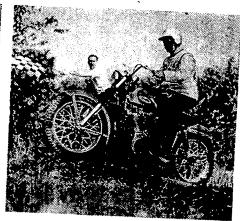
DELUXE DUO-GLIDES

- world's finest motorcycles



SUPER-10

- most economical lightweight



SPORTSTER CH - the active man's motorcycle



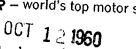


SPORTSTER H

- most versatile motorcycle



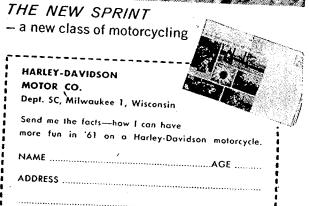
**DPER** – world's top motor scooter



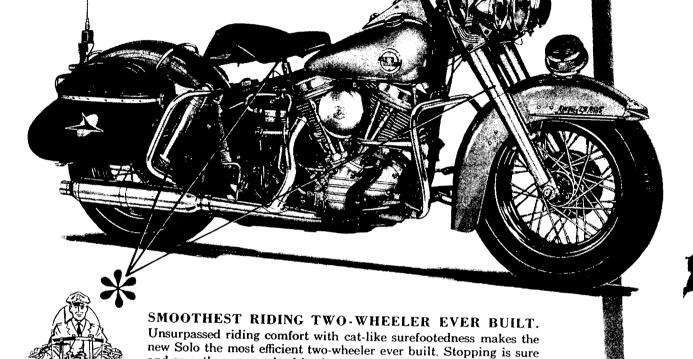
Get on the beam in 1961 — get there on one of these six outstanding models. If your spirit is wheeling, you'll visit your Harley-Davidson dealer today. He has 1961 models on his floor . . . easy-pay plans that fit your pocketbook. Or mail the coupon for this colorful new folder.

HARLEY-DAVIDSON MOTOR CO.









and smooth — rear wheel is always on the ground — thanks to the positive action of the new hydraulic rear brake and the new swinging-arm rear suspension. And this same suspension teams up with the Hydra-Glide® front fork to give unequalled riding comfort. Long wheelbase and spring-loaded seat post eliminate saddle fatigue . . .

### SMOOTHEST RIDING THREE-WHEELER EVER BUILT.

allow the officer to stretch out and do a better job.

The new Servi-Car is the work-horse and the work-saver of police departments everywhere. The new Hydra-Glide® front fork provides smoother riding comfort for the officer spending long hours patrolling business and residential areas, marking cars, checking and emptying meters, or traveling from intersection to intersection for spot traffic direction. On a Servi-Car, one officer can do the work of 3 or 4 men on foot patrol . . . boosts revenue by making parking meters really pay off.

PLUS! Both Solo and Servi-Car are available with latest 2-way radio for instant communication and a new, Harley-Davidson-built siren gives greater sound penetration in every sound range. Pursuit lights, adjustable windshield and speedometer hand control are other proven extras that have helped make Harley-Davidson police motorcycles first choice of leading communities since the day they were introduced.

LI-853.17

Ensancha su campo de autoridad... **NUEVA** 

HARLEY-DA VIDSON **DUO-GLIDE** 

MAR

Cualquiera que sea su deberejecución de la ley, control mi-

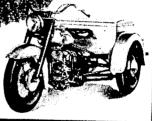
eroses otro característica primordial de Harley-Davidson.

HARLEY DEVIDON SERVI AR prisoco la necessar una moto de maniobrable de servició de tráfico denso. La caja de servicio aumenta su versatilidad. Equipo emisor y receptor disponible para comunicación instantánea

Vea al distribuidor local a escriba solicitando impresos gratis.

HARLEY-DAVIDSON MOTOR CO.

Dept. SP, Milwaukee 1, Wis., E.U.A.



Para más informes marque el 50 en la planilla adjunta.



THUNDERBOLT packs 55 cu. in. of dynamite to keep you out in front.

Motorcycle test ride #1

# I took the turns at "Indy" on two wheels

Racing Star Paul Goldsmith puts Sportster CH through its paces at Speedway track

"I thought I'd experienced every thrill the 'brickyard' could offer," reports Paul Goldsmith, holder of many stock and big car speed records. "That is until I went around on two wheels with a Harley-Davidson Sport-

ster CH.
"With the big OHV mill purring, I cracked the throttle and was out on the track before I could catch my breath. I leaned her low into the first turns leveled out into the straightage and is ridher tooking chair. Then, I really floring the pagoda was only a blur before the brought me to a sure, sate \$10.000 to throttle and was out on the track before I could catch

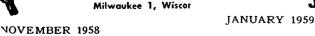


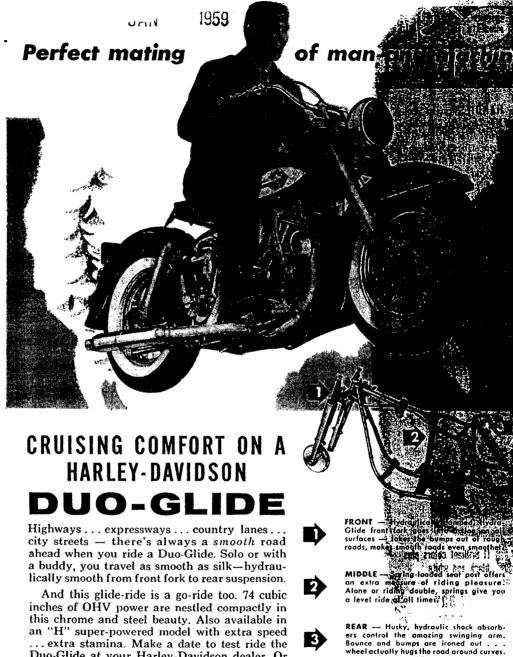
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the SHIFT CLUTCH al-time you to shift brough gears with intuining speed and intuition of thou-mance for thou-muts of miles.

**ORAULIC FRONT
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an "H" super-powered model with extra speed ... extra stamina. Make a date to test ride the Duo-Glide at your Harley-Davidson dealer. Or use the coupon for free color folders.



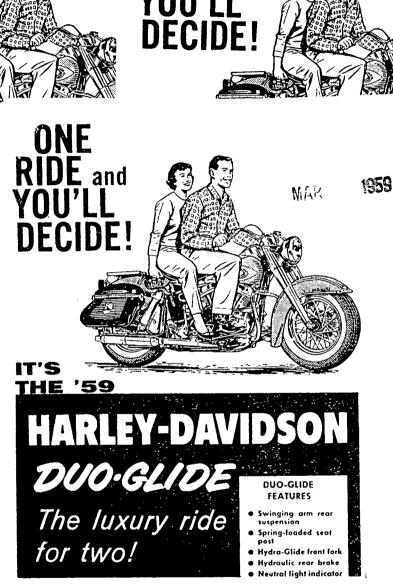
HARLEY-DAVIDSON MOTOR CO. Dept. P, Milwaukee 1, Wisconsin



Let us show you in one thr DUO-GLIDE WILL be you ing arm rear suspension of carpets... makes smooth ro "74" OHV engine packs way out in front. New two class to this handsome two-will really appreciate these is your best buy for doubling See and ride this champion

for two!"

### HARLEY-DAVI MILWAUKEI



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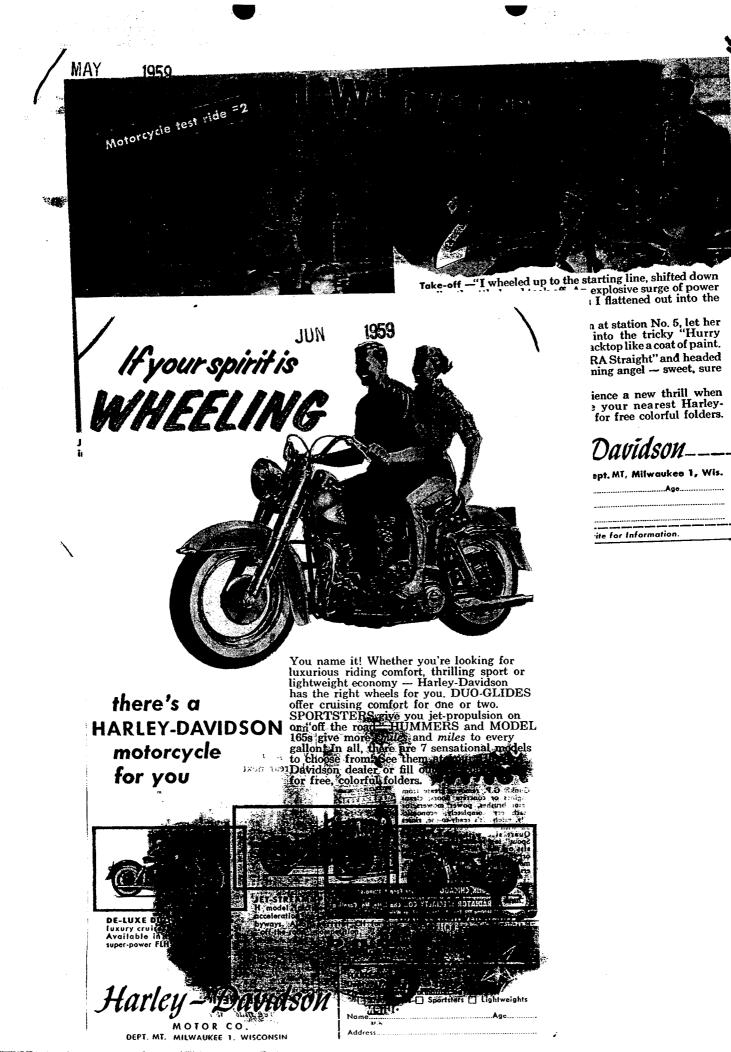
today!

JAN

Let us show you in one thrilling test ride why the famous DUO-GLIDE WILL be your choice for fun in '59. Swinging arm rear suspension changes rough roads into velvet carpets... makes smooth roads even smoother. Dynamic "74" OHV engine packs the power punch — puts you way out in front. New two-tone styling adds even more class to this handsome two-wheeled beauty. Your "buddy" will really appreciate these luxuries, too. The DUO-GLIDE is your best buy for doubling up on fun and new adventure. See and ride this champion of the American Boads today!

HARLEY-DAVIDSON MOTOR 60

MILWAUKEE 1, WISCONSIN



# Big Reword!

for a hard week's duty



Travel further, faster and enjoy every mile on a 1957 HARLEY-DAVIDSON

## HYDRA-GLIDE

Best way to relax, forget the cares of the base, is to slip into the saddle of a big, powerful Harley-Davidson Hydra-Glide and start putting miles behind you.

You're on your own and fancy free. You're off to see your pals or gals without bucking lines or fighting crowds. It's smooth, it's smart and mighty economical too to ride a Harley-Davidson Hydra-Glide.

### Low monthly payments

The dealer in town will be happy to show you how easy it is to own a Harley-Davidson. And chances are, he's got some choice deals on used models as well. See him next pass or write for free literature.

HARLEY-DAVIDSON MOTOR CO.

DEPT. ON • MILWAUKEE 1, WISCONSIN



and instantly obedient it's truly a masterpiece by the industry's top-flight engineers and craftsmen

New swinging arm rear suspension coupled with Hydra-Glide front fork and spring-loaded seat post provide an unbelievably smooth ride. Exclusive hydraulic rear brake marks another Harley-Davidson first. Other features include special, performance-upping engine refinements and a wide choice of brilliant new color combinations.

See it, try it and you'll agree that solo or with a buddy, ou get a miracle ride on the Duo GLIDE. Ask your dealer liberal trade-in deal and new convenient terms.

RLEY-DAVIDSON MOTOR CO.

Dept. PS, Milwaukee 1, Wis.



with 74 O.H.V. power plant ... the ultimate in motorcycling!





Harley-Davidson — Ad No. 7-57 1/3 page — B&W — Ad No. 7-57 Klau-Van Pietersom-Dunlap, Inc. — Job No. 39997 Our Navy, October 15, 1957



with the new 1958

### HARLEY-DAVIDSON

# DUD-GLIDE

Colder weather puts new zest into riding the sleek, jetaway Duo-Glide. Now's the time of year to respond to brisk, refreshing days in the great outdoors. But whatever the season, it's always fun-time on a Duo-Glide. In minutes you can leave those navy base blues far behind.

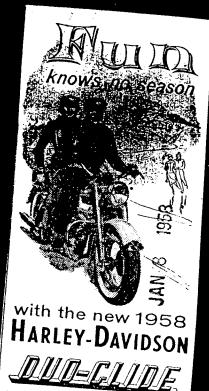
And there's plenty of roomy, ridecushioned comfort for a buddy or your best gal—thanks to new swinging-arm suspension, spring loaded seat post and Hydra-Glide front forks. Exclusive new hydraulic rear brake makes stops quicker, smoother and safer.

### See your Harley-Davidson Dealer

He'll be glad to fill you in on models and prices . . . show you some mighty fine deals on used models. See him this weekerd for a test ride and information on low monthly payments.

HARLEY- DAVIDSON MOTO

Dept. ON . Milwaukee I, Wisconsin



Colder weather puts new zest into riding the sleek, jetaway Duo-Glide. Now's the time of year to respond to brisk, refreshing days in the great outdoors. But whatever the season, it's always fun-time on a Duo-Glide. In minutes you can leave those barracks street blues far behind.

And there's plenty of roomy, ridecushioned comfort for a buddy or your best gal—thanks to new swinging-arm suspension, spring loaded seat post and Hydra-Glide front fork. Exclusive hydraulic rear brake stops you smoothly, safely regardless of

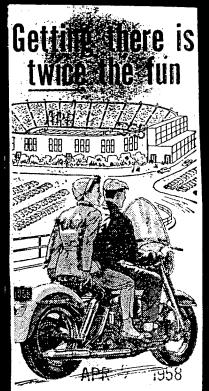
See your Harley-Davidson Dealer

He'll be glad to fill you in on models and prices. show you some mighty fine deals on used models. See him this weekend for a test ride and information on low monthly payments.

HARLEY- DAVIDSON

MOTOR CO.

Dept. NT . Milwaukee 1, Wisconsin



Crowd more fun into off-duty hours with a new Harley-Davidson

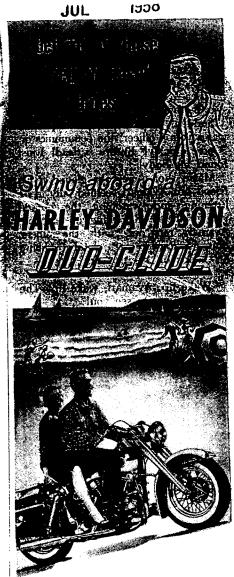


You've really arrived when you're off on a Duo-Glide-greatest motorcycle ever built! The dependable Duo-Glide way means that you get there fast and fresh ... no fues with a bus or taking chances on promoting a ride.

The new Duo-Glide doubles your leisure time enjoyment. New swinging-arm rear suspension, spring-loaded seat post and Hydra Glide® front fork assure smooth, even rides whatever the road. See your dealer or write for literature.

HARLEY-DAVIDSON MOTOR CO.

Dept. NT, Milwaukee 1, Wisconsin



Getting there is TWICE the fun! Duo-Glide ride—cloud-cushioned comfort for two.

Forget your troubles - get in the saddle of a beautiful, powerpacked Duo-Glide and start putting miles of smiles between you and off-duty boredom at the base.

You can take off to see your gals and pals without bucking lines or fighting crowds. You'll be money ahead too - thanks to Duo-Glide low-mileage economy.

### Low monthly payments

Your local dealer will be happy to show you how easy it is to own a Duo-Glide. And he's probably got some good deals on used models as well. See him next time in town or write Dept. ON for free literature.









HARLEY-DAVIDSON MOTOR CO.

Dept. SM. Milwaukee 1, Wisconsin

HARLEY-DAVIDSON

Make a date to test ride the Duo-Glide at your dealer's today. His liberal tradein deals and the convenient monthly terms make it easy to own a Duo-Glide.

# *SPORTSTER*

The open road is a clear call to outdoor adventure. Your answer is the Harley-Davidson Sportster . . . with .surging response to your lightest touch.

Cat-quick acceleration blends into a smooth, effortless purr — thanks to the big .55 cu. in. OHV engine. Here is pulsing power perfectly engineered to obey your every command. Hydraulic front fork and swinging-arm rear suspension combine to give cloud-cushioned comfort. Giant brakes stop you smoothly, safely.

Road-fashioned from front fork to flashing tailpipe, this gleaming streamliner is available in a wide range of harmonious two-tone color stylings.

### Make a date with a Sportster

Stop at your Harley-Davidson dealer for a date to test ride the 1958 Sportster. Ask about his liberal trade-in deals and low monthly terms.

### HARLEY-DAVIDSON MOTOR CO.

DEPT.SM . MILWAUKEE 1. WISCONSIN

16 JUN

1958

SCIENCE AND MECHANICS



HARLEY-DAVIDSON SERVI-CAR satisface la necesidad de una motocicleta maniobrable de 3 ruedas en servicio de tráfico denso. La caja de servicio aumenta su versatilidad. Equipo emisor y receptor disponible para comunicación instantánea.

Vea al distribuidor local o escriba solicitando impresos gratis.

### HARLEY-DAVIDSON MOTOR CO.

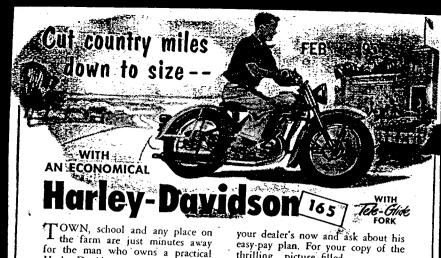
Dept. SP, Milwaukee 1, Wis., E.U.A.

sero es otra característica primordial de Harley-Davidson.

Para más informes marque el 48 en la planilla adjunta.

64: Julio-Agosto 1958

JUL AUG Wiss



TOWN, school and any place on the farm are just minutes away for the man who owns a practical Harley-Davidson 165. And, talk about peppy . . . this All-American lightweight has more zip, better performance than any other two wheeler in its class. It's easy to handle. Averages up to 80 miles per gallon. See and ride the beautiful Harley-Davidson 165 at

your dealer's now and a casy-pay plan. For your thrilling, picture-filled ENTHUSIAST Magazine and latest illustrated literature send only 10 cents to Harley-Davidson Motor Company, Department PF-5, Milwaukee 1, Wisconsin.



# It's easy to be on time

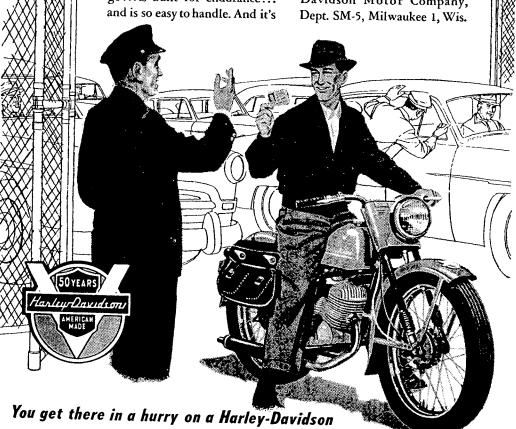
with a

Harley-Davidson 165
with Tele-Glike fork

WHY be caught in traffic tie-ups when you can breeze along to work or play on the handiest transportation in the world? Ride the Harley-Davidson 165 and make sure you reach your destination on time — every time!

This All-American lightweight packs plenty of zip and go...is built for endurance... and is so easy to handle. And it's really economical, too! It costs less to buy ... less to own ... averages up to 80 miles per gallon.

See the beautiful 165 at your dealer's today, and ask about his easy-pay plans. For your copy of the action-packed, picture-filled ENTHUSIAST Magazine and illustrated literature, send 10 cents to Harley-Davidson Motor Company, Dept. SM-5, Milwaukee 1, Wis.



Reprinted from the February issue of SCIENCE AND MECHANICS Magazine. Circulation 729,500



year 'round wholesome fun on a

256

# Harley-Davidson 165

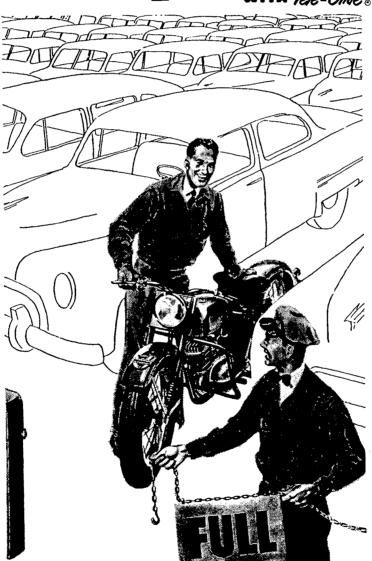
That Christmas morning smile will last all year long, when you find this All-American lightweight under your Christmas tree. Dad and Mom will share your joy, too . . . giving you the key to wholesome sport, healthful activity and increased earning power. Safe, easy to handle and economical, this peppy two wheeler is ideal transportation for errands, school and play. Take Dad to see the beautiful Harley-Davidson 165 at your dealer's today. Easy-pay plan available. For your copy of the action-packed ENTHUSIAST Magazine and illustrated literature, send 10 cents to Harley-Davidson Motor Company, Dept. B1-5, Milwaukee 1, Wis.







# NO PARKING PROBLEMS



PARKING lot full? Don't give it a second thought . . there's plenty of room for your Harley-Davidson 165. It fits handily in small spaces anywhere.

But that's not all that makes this All-American lightweight ideal transportation for anyone. It cuts through tied-up traffic . . . handles with the greatest of ease ... and averages up to 80 miles per gallon of gas.

You can see the beautiful 165 at your dealer's now. Ask him about his easy payment plans. For your copy of the actionpacked, picture-filled EN-THUSIAST Magazine and illustrated literature, send 10¢ to Harley-Davidson Motor Company, Dept. SM-5, Milwaukee 1, Wis.



IT TAKES SO LITTLE SPACE TO PARK A HARLEY-DAVIDSON

Reprinted from the December issue of SCIENCE and MECHANICS Magazine. Circulation 729,500





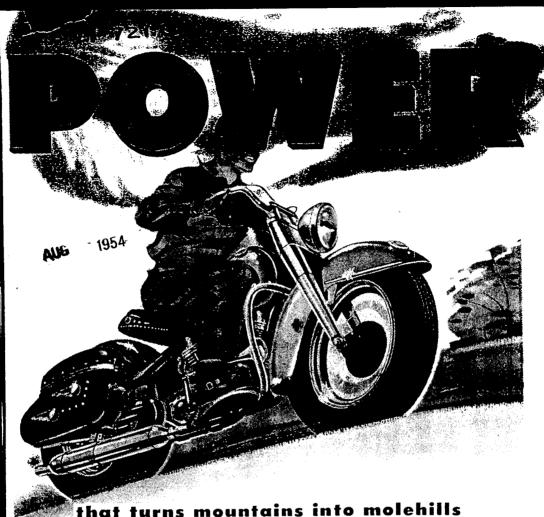
A NEW motorcycling triumph for '54. The peppy, practical, easy-to-handle Harley-Davidson 165 is fun to own . . . fun to ride in the wonderful, healthful outdoors. Peppy . . . this feature-loaded beauty packs more punch, more acceleration and better all-around performance than any other motorcycle in its class. Practical ... the ideal transportation for everybody. Costs less to own, costs less to buy. Averages up to 80 miles per gallon. See the handsome 165 at your dealer's today and take a ride. Ask about his convenient easy-payment plans. Or, send 10 cents for your copy of the thrilling, picturefilled ENTHUSIAST Magazine and illustrated literature.

HARLEY-DAVIDSON MOTOR COMPANY, Dept. SM-5, Milwaukee 1, Wisconsin.

- 165 cubic centimeter, 2-cycle engine
- Up to 80 miles per gallon of gasoline
- Tele-Glide fork assures smooth, comfortable riding
- Big, safe and sure 5" brakes
- Large 7" dual-beam headlight
- Big, safe balloon tires
- Generator-battery ignition and lighting system

# Harley-Davidson

WITH TELE-Glide o FORK 165



### that turns mountains into molehills ...and miles into minutes!

HERE'S power-riding at its thrilling best. From the moment you swing into the foam-rubber cushioned saddle . . . from the instant you twist the throttle of this breath-taking beauty, you'll know why the Harley-Davidson 74 OĤV is the one motorcycle every rider wants to own. See it! Thrill to a

test ride at your dealer's today. Ask about his easy pay plans. If you now own a motorcycle, get his liberal trade-in deal. For your copy of the action-packed, picture-filled ENTHUSIAST Magazine and illustrated literature, send 10 cents to Harley-Davidson Motor Company, Dept. P, Milwaukee 1, Wisconsin.

# HARLEY-DAVIDSON

HYDRA-GLIDE

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# Golden Anniversary 16,

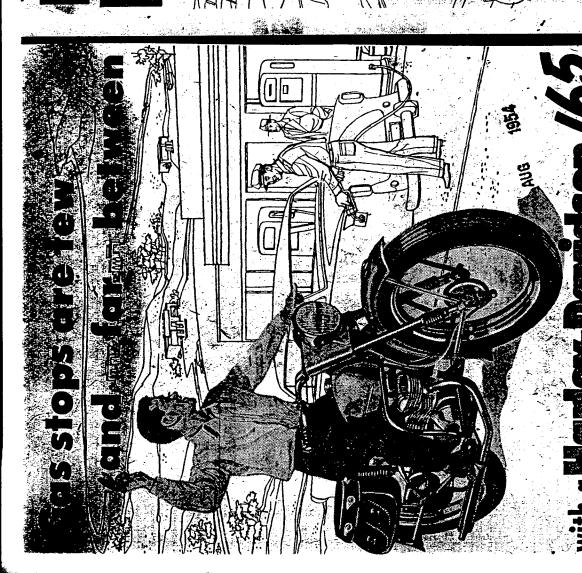
outdoors. Peppy . . . this feature-loaded beauty packs fun to own . . . fun to ride in the wonderful, healthful more punch, more acceleration and better all-around per-... the ideal transportation for everybody. Costs less to lon. See the handsome 165 at your dealer's today and A NEW motorcycling triumph for '54. The peppy, practical, easy-to-handle, Harley-Davidson 165 is formance than any other motorcycle in its class. Practical own, costs less to buy. Averages up to 80 miles per galtake a ride. Ask about his convenient easy-payment plans. Or, send 10 cents for your copy of the thrilling, picturefilled ENTHUSIAST Magazine and illustrated literature.

HARLEY-DAVIDSON, MOTOR COMPANY, Dept. SM-5, Milwaukee 1, Wisconsin.

- 165 cubic centimeter, 2-cycle engine
- Up to 80 miles per g of gasoline
  - Tele-Glide fork assure: smooth, comfortable ri
- Big, safe and sure 5" brakes
- Large 7" dual-beam hadlight
- Big, safe balloon tires
- Generator-battery igni and lighting system

Harley-Davidson WITH TEB-CHIES FORK 165

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est of ease, with plenty of zip and and it handles with the greatendurance about. It's a peppy beauty that's a portation you've always dreamed THIS All-American lightweight L gives you the economical transup to 80 miles per gallon.

man. It cuts through traffic jams, "send 10 cents to the Harley-and parks in small spaces, saving Davidson Motor Company, Dept, precious minutes to and from work SM-5, Milwaukee 1, Wisconsin. 65 the ideal transportation for any And here's more that makes the

Averages up to 80 miles per gallon.

Stop at your dealer's and see the beautiful 165 today. Ask about his easyspay plans. For your copy of the action-packed ENTHUSIAST Magazine and illustrated literature

of ease ... and a to 80 miles per ga spaces anywhere tation for anyor through tied-up ful 165 at you your copy of t 165. It fits hand illustrated litera Motor Compa SM-5, Milwauk now. Ask him 10¢ to Harley easy payment makes this Al handles with packed,

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You can see

SO LITTLE SPACE TO PARK A HARIEY-DAY T TAKFR



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# dealer 1604/ and be way ahead! See your HARLEY-DAVIDSON

Your Harley Davidson Dealer is now able to take on mechanical and service jobs without a bit of waiting and you'll get perfectibles workmanship and attention at low, off-season prices. Ges ready for the riding days to come - and do it now before the big Spring rush is under way. forced to wait around and "cool your heels" while Don't let yourself be caught flat-footed and afoot all your pals are "hitting the road" this Spring. Remember, your Harley-Davidson Dealer has complete stock of parts, oil and everything necessary to assure you many miles of riding pleasure. skilled and

HARLEY-BAVIDSON MOTOR CO. MILWAUKEE 1, WISCONSIN, U. S. A.



You get there in a hurry on a Harley-Davidson

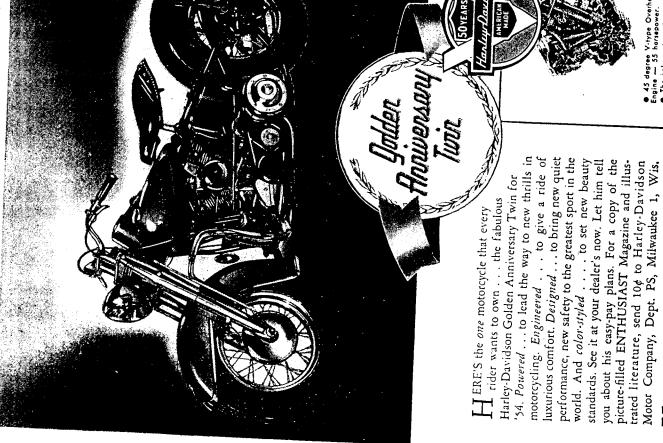
# GOLDEN ANNIVERSARY

# PUTS YOU MILES AHEAD IN FUN

As powerful as it looks . . . more comfortable to ride than anything in its field. The "Golden Anniversary 74 OHV" is truly the undisputed ruler of highways and byways. No other two wheeler offers so much pleasure and safety. It's the one motorcycle every rider wants to own. See it! Thrill to a test ride at your dealer's today. Ask about his easy-payment plans. For your copy of the action-packed EN-THUSIAST Magazine and illustrated literature, send 10¢ to Harley-Davidson Motor Company, Department PS, Milwaukee 1, Wisconsin.



Reprinted from the November issue of Popular Science Monthly and the December issue of Popular Mechanics magazines. Combined circulation 2,426,556.



45 degree V-type Overhead Valve gine - 55 harsepower,

Valve Rotators prevent carbon on valve seats and hot spats on valves.

The only motorcycle engine in the world with Hydroulic Volve Lifters.

Hemispherical Combustion Chambers for maximum performance.

HARLEY. DAVIDSON

-HYDRA -GLIDE .

Aluminum-bronze cast-in valve seat inserts reduce valve wear and ossure proper valve section.

LI-721.21



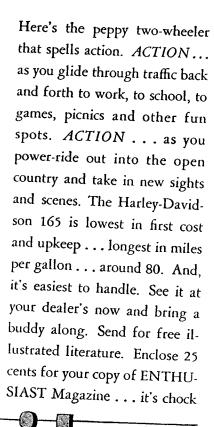
Reprinted from the February issue of POPULAR MECHANICS Magazine and the March issue of POPULAR SCIENCE MONTHLY Magazine. Combined circulation 2,426,556.

1954 Models-Adv. Proof

# Get up and GO

…to work 🖭

and play



WITH Tele-Glide FORK

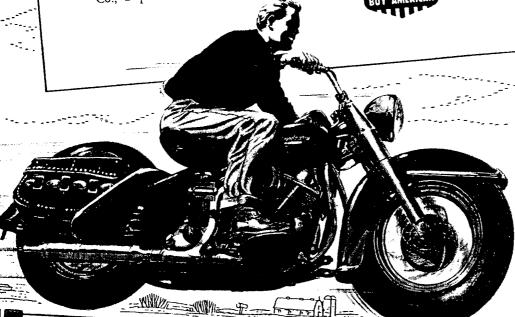


full of thrilling action pictures and stories. Harley-Davidson Motor Company, Dept. SM-5, Milwaukee 1, Wisconsin.

> PRINTED IN U.S.A.

# "Takes miles in its stride"...

HERE'S real get up and go... and two-wheeled luxury... as you twist the throttle on the greatest motorcycle ever. It's years ahead in design... miles ahead in power. The improved, 55 HP, 74 OHV motor features rotating valves, hemispherical combustion chambers and hydraulic valve lifters. And you'll never match this powerful beauty for sheer riding comfort on 5-mile jaunts or 500-mile powerful beauty for sheer riding comfort on 5-mile jaunts or 500-mile trips. Visit your Harley-Davidson dealer today. Bring along a buddy. Write for free illustrated literature. Send 25 cents for your copy of the action-packed, picture-filled ENTHU-SIAST Magazine. Harley-Davidson Motor Co., Dept. MI, Milwaukee 1, Wisconsin.



HARLEY-DAVIDSON
HYDRA-GLIDE

Reprinted from the April issues of Popular Mechanics. Popular Science and Mechanix Illustrated Magazines.

Circulation 3,371.817.

# Packed with POWER... ...Rgrin' to GO!

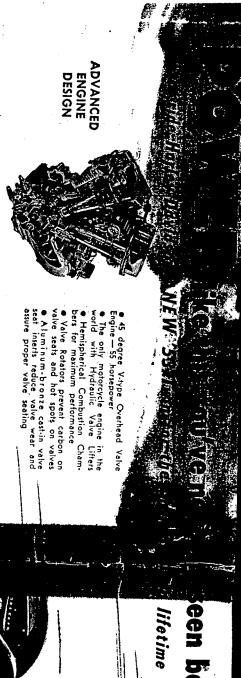
This great Hydra-Glide is the undisputed ruler of the highways and byways! Its 55 HP, 74 OHV motor provides thrilling, dynamic action the result of hemispherical combustion chambers, hydraulic valve lifters and rotating valves. Its shock absorbing construction gives sensational riding com-

fort for miles and miles of tireless travel.

See this Hydra-Glide at your Harley-Davidson Dealer today, or send for free illustrated literature. Enclose 25¢ and you'll receive a copy of the action-packed, picture-filled ENTHUSIAST Magazine. Harley-Davidson Motor Co., Dept. P, Milwaukee 1, Wisconsin.

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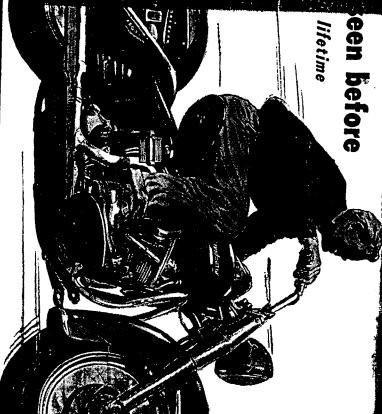


Sensationally new! Another reason why Harley-Davidson continues to lead the field with the newest, smoothest riding, best performing motorcycles in the world. The new '33 Twin sets the pace for thrills with an improved 74 OHV motor . . . a twin that's packed with features that lead the way for the entire automotive industry.

Here's flashing power for swift, fun-packed miles. Tops, too, in comfort, reliability and sleek, streamlined styling. See and ride the sensational Hydra-Glide at your dealer's today. Bring a buddy along. Or send 25 cents for illustrated literature and a copy of the Enthusiast magazine, filled with exciting action pictures and stories.

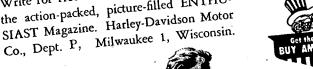
Harley-Davidson Motor Co., Dept. P, Milwaukee 1, Wis.

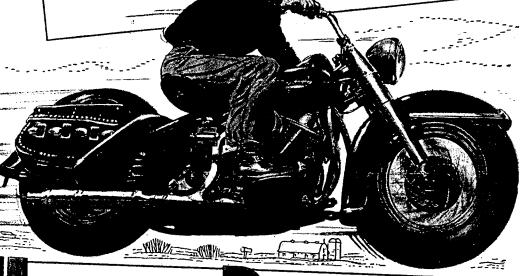






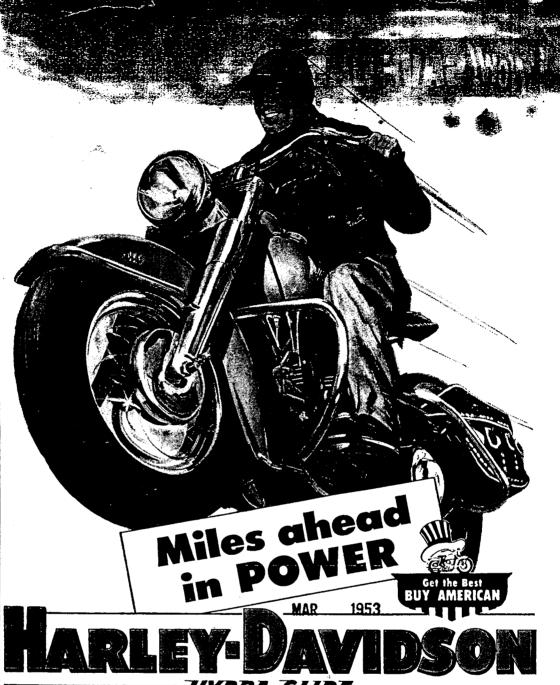
HERE'S real get up and go... and two-wheeled luxury... as you twist the throttle on the greatest motorcycle ever. It's years ahead in design... miles ahead in power. The improved, 55 HP, ahead in design... miles ahead in power. The improved, 55 HP, ahead in design... miles ahead in power. The improved, 55 HP, ahead in design... miles ahead in power. The improved, 55 HP, ahead in design... miles ahead in power. The improved, 55 HP, ahead in design. And you'll never match this chambers and hydraulic valve lifters. And you'll never match this powerful beauty for sheer riding comfort on 5-mile jaunts or 500-mile powerful beauty for sheer riding comfort on 5-mile jaunts or 500-mile trips. Visit your Harley-Davidson dealer today. Bring along a buddy. Write for free illustrated literature. Send 25 cents for your copy of the action-packed, picture-filled ENTHU-





MARLEY-DAVIDSON
HYDRA-GLIDE

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HYDRA-GLIDE

hydraulic valve lifters...rotating valves ... it's got everything! Flashing power ... for thrilling adventure on America's highways and byways. Smooth riding comfort ... for less and miles of tireless travel. Eye-catching uty... real class... the handsomest two-

wheeler on the road. And an improved 55 HP, 74 OHV motor. Bring along a buddy and ride the Hydra-Glide today. Or send for free illustrated literature. Enclose 25 cents for your copy of the action-packed, picture-filled ENTHU-SIAST Magazine. Harley-Davidson Motor Company, Dept. P, Milwaukee 1, Wisconsin.



THINK OF THE FUN you'll have, when you're in the saddle of this sensational new Harley-Davidson 165. It's a feature-loaded beauty that packs plenty of punch — power stepped up by 60%! That means more pep — more acceleration — a light-weight that beats them all for throttle-twisting thrills and fun-packed adventure. So economical, too. You'll find you can average as high as 80 miles to the gallon.

Ride with other good pals and enjoy topnotch action sports, motorcycling club events, endurance runs, gypsy tours and field meets. See it! Ride it at your dealer's today — and take a buddy along. Or send 25 cents for illustrated literature and a copy of the ENTHU-SIAST Magazine, filled with exciting action pictures and stories. Harley-Davidson Motor Co., Dept. SM-5, Milwaukee 1, Wisconsin.





This peppy two-wheeler cuts city traffic down to size . . . makes minutes out of miles in the country. Yes, the Harley-Davidson 165 packs plenty of punch . . . and it's so casy to handle and economical, too. This sleek new beauty costs less to buy . . . less to own. Averages up to 80 miles

per gallon. Bring along a buddy and visit your dealer today. Or, send 25 cents for illustrated literature and your copy of the action-packed ENTHUSIAST Magazine. It's chock-full of action pictures and thrilling stories. Harley-Davidson Motor Company, Department SM-5, Milwaukee 1, Wis.

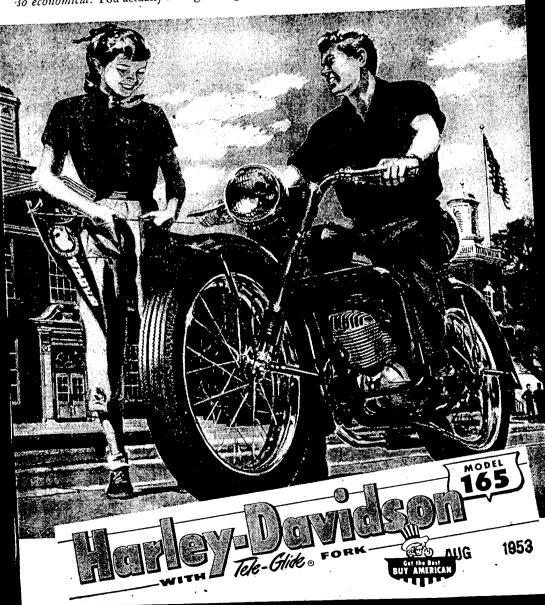
JUN 1953
MODEL 165
MODEL 1

L1-7409.26

# to the job (a) to the game /- turn miles into minutes

Every trip is fun when you zip your way to work . . . to special events . . . to the big game on this Harley-Davidson 165. It's the popular, peppy two-wheeler that's built for action, easy to handle, low in price . . and so economical. You actually average as high

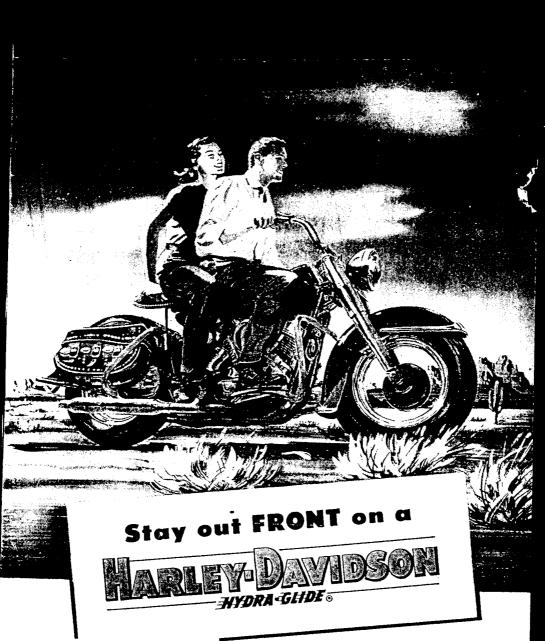
as 80 miles to the gallon on the Harley-Davidson 165! So bring along a buddy and take a test ride at your dealer's today. Or send 10¢ for a copy of the action-packed ENTHUSIAST Magazine. Harley-Davidson Motor Co., Dept. SM-5, Milwaukee 1, Wis.





T'S a powerhouse on wheels . . . a beauty to look at, to handle, to own. It's built to rule the highways, with a 55 HP, 74 OHV engine . . . to take the byways in stride, with shock-absorbing action that smooths out the rough spots as no other motorcycle can. It's the Harley-Davidson Hydra-Glide, the only

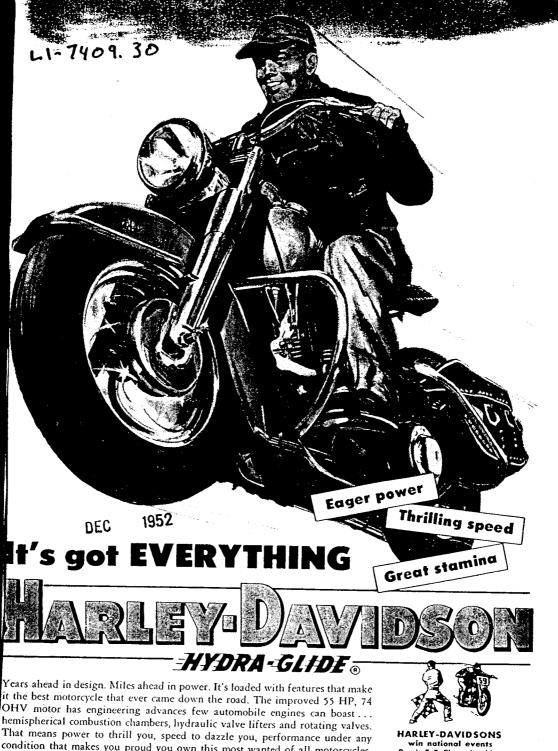
motorcycle in its class! Go see this great performer at your dealer's today. Bring along a buddy. For literature and a copy of the ENTHUSIAST Magazine, filled with exciting action pictures and stories, send 10 cents to HARLEY-DAVIDSON MOTOR COMPANY, Department P, Milwaukee 1, Wisconsin.



HERE'S more power than you'll ever need ... power that "steps out" over country highways and "loafs" through city traffic ... plus luxurious riding comfort that means mile after mile of tircless travel. Yes, the '53 Harley-Davidsons are packed with features to give you more pleasure, greater safety and more

#### JUN 1953

comfort . . . it's the handsomest two-wheeler on the road. See this beauty at your dealer's soon . . . and bring along a buddy. Or, send for your copy of the thrilling, action-filled ENTHUSIAST Magazine and illustrated literature. Enclose 10 cents. Harley-Davidson Motor Company, Dept. P, Milwaukee 1, Wisconsin.



it the best motorcycle that ever came down the road. The improved 55 HP, 74 OHV motor has engineering advances few automobile engines can boast . . . hemispherical combustion chambers, hydraulic valve lifters and rotating valves. That means power to thrill you, speed to dazzle you, performance under any condition that makes you proud you own this most wanted of all motorcycles.

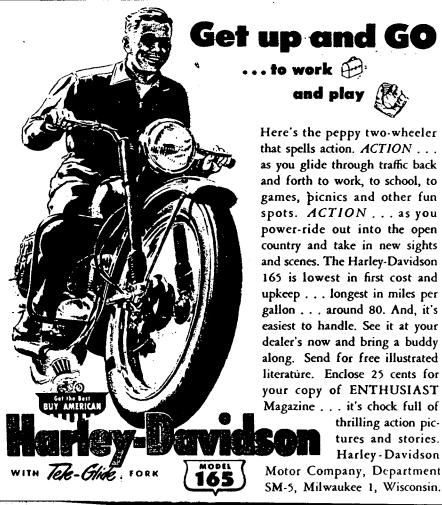
Try a ride today. See your Harley-Davidson dealer and take a buddy along. Or send 25¢ for illustrated literature and a copy of the Enthusiast magazine, filled with exciting action pictures and stories. Harley Davidson Motor Co., Dept. P. Milwaukee 1, Wisconsin.

Peoria T. T. Championships
45" Class — 1st
80" Class — 1st
National Class C Hillclimb
1st in all 4 eventst



Head for the wide-open spaces on a new 1953 Harley-Davidson Hydra-Glide. Thrill to real he-man adventure as you twist the throttle and head for your favorite fishing, hunting and off-the-trail haunts. It's the greatest motorcycle ever — engineered to give you trouble-free; power-packed performance straight through the calendar. Bring along a buddy and see this flashing beauty at your dealer's today. Or send for free illustrated literature. Enclose 25 cents for your copy of ENTHUSIAST Magazine . . . filled with lots of action pictures and stories. Harley-Davidson Motor Co., Dept. SA, Milwaukee 1, Wisconsin.





Here's the peppy two-wheeler that spells action. ACTION . . . as you glide through traffic back and forth to work, to school, to games, picnics and other fun spots. ACTION . . . as you power-ride out into the open country and take in new sights and scenes. The Harley-Davidson 165 is lowest in first cost and upkeep . . . longest in miles per gallon . . . around 80. And, it's easiest to handle. See it at your dealer's now and bring a buddy along. Send for free illustrated literature. Enclose 25 cents for your copy of ENTHUSIAST Magazine . . . it's chock full of thrilling action pictures and stories. Harley - Davidson

and play 🛭





you roll down the highways or thread the by-ways on this great Harley-Davidson Hydra-Glide. It's packed with power - to get you anywhere quickly, surely. It's engineered for easy handling, smooth riding you reach your destination still ready-to-go. it's the greatest motorcycle ever built! Bring

along a buddy and see this world beater at your dealer's today. Or send 10¢ for your copy of the exciting, thrill-packed ENTHU-SIAST Magazine, together with free illustrated literature on the Harley-Davidson Hydra-Glide, the motorcycle that leads the way — all the way. Harley-Davidson Motor Co., Dept. SA, Milwaukee 1, Wisconsin.



• Heavy traffic is no problem-to or from the game--when you ride this peppy Harley-Davidson 165. Even snarled traffic won't stop you . . . and your trip is a pleasure all the way. What's more, you save with this Harley. Davidson 165. It costs less to buy, travels up to 80 miles per gallon. Take along a buddy and see it at your dealer's today. Or send 10¢ for your copy of ENTHUSIAST Magazine, together with interesting, illustrated literature. Harley-Davidson Motor Co., Dept. SR-5, Milwaukee 1, Wisconsin.

lightweight











Here's the peppy two-wheeler that spells action. AC-TION . . . as you zip down the highways to town, school and thrilling adventure. ACTION ... as you power-ride to chores on any part of your farm. The Harley-Davidson 165 is lowest in first cost and upkeep . . . longest in miles per gallon . . . around 80. And, it's so easy to handle. See it at your dealer's soon. Send 25 cents for copy of the action-packed ENTHU. SIAST Magazine and illustrated literature. Harley-Davidson Motor Co., Dept. PF-5, Milwaukee 1, Wis.

to G

YES! And what  $\alpha$  joy to ride this great All-American Harley-Davidson 165. It's the fast, convenient way to zip to work, school, meetings and jobs around the farm. This peppy lightweight is loaded with get-up-and-go, better all-around performance and greater safety features. It's easy to handle and economical, too . . . up to 80 miles per gallon. Come see the 165 at your dealer's now. Or send 25¢ for literature and ENTHUSIAST Magazine. Harley-Davidson Motor Company, Dept. PF-5, Milwaukee 1, Wisconsin.









… to work 🖨

and play



Here's the peppy two-wheeler that spells action. ACTION . . . as you glide through traffic back and forth to work, to school, to games, picnics and other fun spots. ACTION . . . as you power-ride out into the open country and take in new sights and scenes. The Harley-Davidson 165 is lowest in first cost and upkeep . . . longest in miles per gallon . . . around 80. And, it's easiest to handle. See it at your dealer's now and bring a buddy along. Send for free illustrated literature. Enclose 25 cents for your copy of ENTHUSIAST Magazine . . . it's chock full of

thrilling action pictures and stories.

Harley-Davidson

Motor Company, Department SR, Milwaukee I, Wisconsin.



WITH Tole Glide FORK

APR

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1953





Here's the one motorcycle every rider wants to own . . . truly the undisputed ruler of highways and byways. Yes, the Golden Anniversary 74 OHV beats anything on two wheels. It's powered to *lead* the way to thrilling sport . . . built to *last* for years to come . . . and designed to give you the *most comfortable ride* 

in its field. See it! Swing into the saddle on this proud beauty and test ride it at your dealer's today. And ask about his easy pay plans. If you now own a motorcycle, regardless of make, condition or age, your dealer will offer you an attractive trade-in deal. Harley-Davidson Motor Co., Milwaukee 1, Wisconsin, U. S. A.



### Something to chirp about!

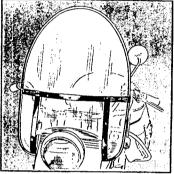
Genuine Harley-Davidson Accessories

identified by the orange and black package or label.

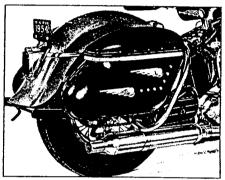




HYDRA-GLIDE SPOTLIGHTS \$22.75



HYDRA-GLIDE WINDSHIELD — \$22.75



OHV PLASTIC SADDLEBAGS — \$41.50

#### See them today

#### AT YOUR HARLEY-DAVIDSON DEALED



Motorcycle Cap - \$2.65



Leather Helmet - \$3.75



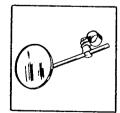
Cloth Helmet - \$1.60



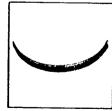
Cyclette - \$3.20



KH-K Fender Tips \$4.95



Rear View Mirror \$3.75



Gold or Chrome Cap Band



License Plate Frame

HARLEY-DAVIDSON

MOTOR

COMPANY

March 1954 "Enthusiast" Magazine

" " " "

# GOLDEN ANNIVERSARY

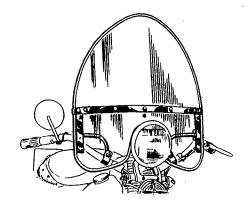
# PUTS YOU MILES AHEAD IN FUN

As powerful as it looks . . . more comfortable to ride than anything in its field. The "Golden Anniversary 740HV" is truly the undisputed ruler of highways and byways. No other two-wheeler offers so much pleasure and safety. It's the one motorcycle every rider wants to own. See it! Thrill to a test ride at your dealer's today. Ask about his easy-payment plans. Let one of these magnificent 74's make your coming spring and summer riding season one of wonderful joy and pleasure. H Davidson Motor Co., Milwaukee 1, Wisconsin, U. S. A.

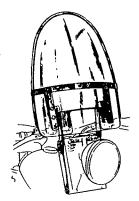




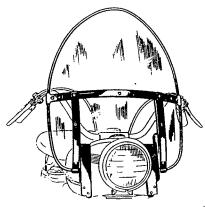
#### HARLEY-DAVIDSON ACCESSORIES





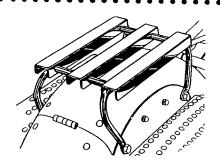


HUMMER — 165 — 125 — \$13.75

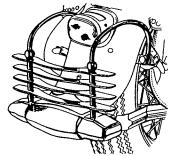


HYDRA-GLIDE — KH — K — \$22.75

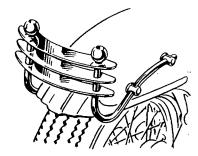
* Keen-Looking, Sturdily-Built Windshields



LUGGAGE CARRIER -- \$8.95



BUMPER KING - \$9.75



FRONT BUMPER - \$8.75

★ Carrier and Bumpers—High Styled in Chrome



HANDY WINDSHIELD BAG - \$7.25



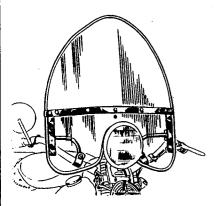
ATTRACTIVE COLORS - \$6.95 * Top Quality Leather—Beauty and Windshield Bags

For These and Other Super-Styled Accessories See Your HARLEY-DAVIDSON Dealer HARLEY-DAVIDSON MOTOR CO., Milwaukee 1, Wis.

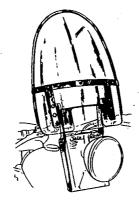
#### with GENUINE



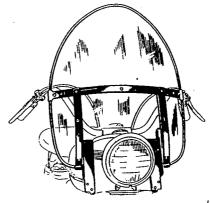
#### ARLEY-DAVIDSON ACCESSORIES



SPRING FORK - \$17.50

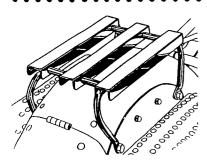


HUMMER — 165 — 125 — \$13.75



HYDRA-GLIDE --- KH --- K --- \$22.75

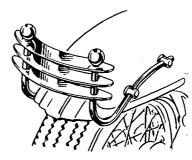
Keen-Looking, Sturdily-Built Windshields



LUGGAGE CARRIER --- \$8.95



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Carrier and Bumpers-High Styled in Chrome



HANDY WINDSHIELD BAG - \$7.25



ATTRACTIVE COLORS -- \$6.95



Top Quality Leather—Beauty and Windshield Bags

For These and Other Super-Styled Accessories See Your HARLEY-DAVIDSON Dealer

ARLEY-DAVIDSON MOTOR CO., Milwaukee 1, Wis.

April AMERICAN MOTORCYCLING 1954

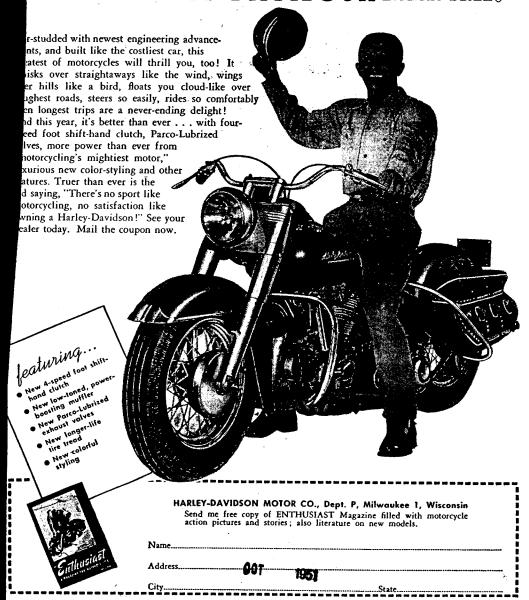


NOVEMBER 1951

## roudest man in motorcycing:

He owns the world's greatest motorcycle

#### 1952 HARLEY-DAVIDSON HYDRA-GLIDE.

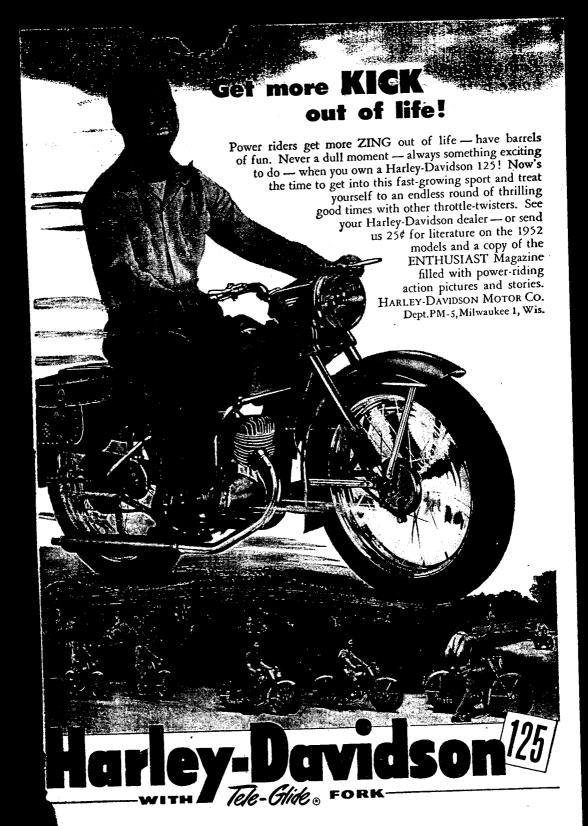


DEALERS WANTED: A few franchises available for the full line of famous Big Twins and the 125 Model. Write today.









MAY 1952

MAY

225

# It's Smooth Going Anywhere— 1952 HARLEY-DAVIDSON

EVEN going to work or school has its brighter side — when you ride this smart, 1952 two-wheeler, available in four swanky new color finishes. You'll get plenty of thrills out of its improved features . . . oil-lubricated Tele-Glide Fork, 3-speed transmission, 2-wheel brakes, dependable lights, big tires, folding footrests. Its quiet, peppy motor means smooth going through traffic. ECONOMICAL? You bet ... 90 miles and more per gallon . . . with REALLY LOW upkeep. No more tiresome waits for buses or trolleys - no more parking problems. You can sleep later - get home earlier - have more time for recreation as you ride to sports events, parks, resorts, or go on pleasurable spare-time trips. See your dealer







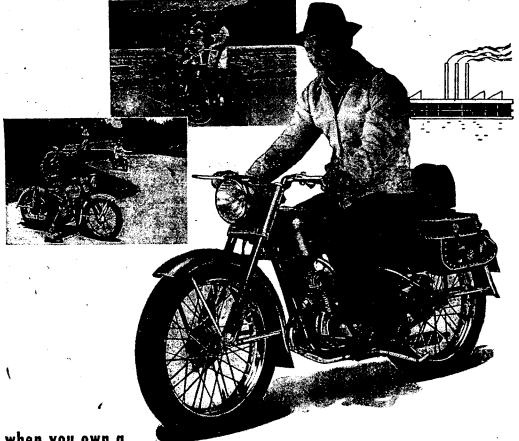
HARLEY-DAVIDSON MOTOR CO., Dept. SM, Milwaukee, 1, Wisconsin

Send colorful/folder and information about the low-cost, economical-to-operate Harley-Davidson 125.

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DEALERS: A few valuable franchises available for the full line of famous Big Twins and the 125 Model. Write today.

# Have more Time for I'd



when you own a

You have extra time for sport and hobbies when you ride a Harley-Davidson 125 back and forth to work. There are no long waits for buses or street cars. You get to the job quicker and you get home in a jiffy. You have an early evening dinner and have hours for pleasure rides out in the country to visit friends, ride down to the beach, or just do something around the house.

You get a real thrill out of riding this safe, sturdy, dependable two-wheeler. There's a zip and tang to piloting this agile mount over street and highway nothing else can offer. You breathe the fresh outdoor air and feel fit as a fiddle. As for operating costs, you can almost forget them - 90 miles and more per gallon hundreds of owners report.

You owe it to yourself to look into this modern way to save time, have more enjoyment and get more out of life. See your Harley-Davidson dealer for a free demonstration or send us 25¢ for literature on the 125 and copy of the ENTHUSIAST Magazine filled with interesting motorcycling pictures and stories.

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SCIENCE AND MECHANICS

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Announcing the brilliant, new

952 HARLEY-DAVIDSO

WITH TELE-Glide FORK

It's smarter, more colorful, more advanced than ever! Features improved oil-lubricated Tele-Glide Fork, 3-speed transmission, 2-wheel brakes, dependable lights, big tires, folding footrests. Smooth with quiet, peppy motor. Swanky with 4 new color finishes. And so economical...90 miles and more per gallon, little

upkeep, no parking problems. Easy to ride. One lesson and you go anywhere, to airfields, parks, resorts, sport events, parties. Ideal for work or school...ends

wearisome waiting for buses, saves time and money. See your dealer. Mail the coupon now.



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Send colorful folder and information about the low-cost, economical-to-operate Harley-Davidson 125.

DEALERS WANTED: A few franchises available for the full line of famous Big Twins and the 125 Model, Write today.

